

SOUTHERN AUTOMOBILE JOURNAL

JANUARY 1959

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of Shops to Raise Charges page 47
en or Supermarket? page 49

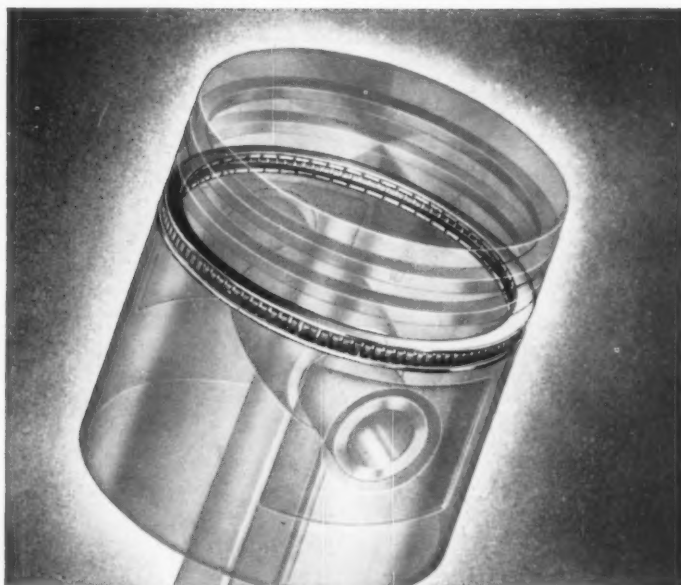
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Volume 39

Number 1






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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 39

JANUARY 1959

No. 1

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- Motor Service survey shows radiator repair jobs were up 15.8% last year. Profits from radiator work are sure to steadily become even better due to increasing cooling system pressures.
- FREE 48-pg. book, all about Inland equipment, easy-pay plan, free factory training school.

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CITY _____ **ZONE** _____ **STATE** _____
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SECRET SERVICE TIP FOR YOU.

SHERLOCK McKANICK and MIKE

"The Case of the
AMAZING CAM
LUBRICATOR"

HEY, SHERLOCK, WHAT'S THIS
PIECE OF FELT ON THIS
BLUE STREAK POINT SET?

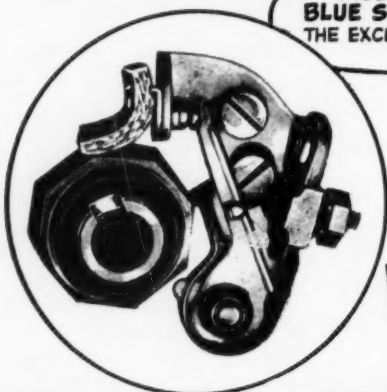


THOSE, MIKE, ARE THE NEW
BLUE STREAK LUBRIPOINTS WITH
THE EXCLUSIVE LUBRIWIK. IT
APPLIES A CONTROLLED
AMOUNT OF LUBRICANT TO
THE DISTRIBUTOR CAM
CONTINUOUSLY!

YES, MIKE. YOU JUST INSTALL
"LUBRIPOINTS" AND FORGET
THEM. THEY LAST LONGER
BECAUSE THEY PRACTICALLY
END RUBBING BLOCK
WEAR.

THAT
FELT WICK...?

YOU
MEAN...?



CORRECT, MICHAEL!
THE "LUBRIWIK" NOW ON ALL
BLUE STREAK PRE-ASSEMBLED
POINT SETS HOLDS ENOUGH
LUBRICANT TO LAST FOR THE
NORMAL LIFE OF THE
CONTACTS

WOW!
WE'LL HAVE
MORE SATISFIED
CUSTOMERS NOW
WITH BLUE STREAK
"LUBRIPOINTS"!

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AVAILABLE FOR ALL POPULAR CARS
FOR MANY YEARS BACK. SEE YOUR
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NIGHT,
ISN'T
IT?

YOU
SAID
IT!

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BETTER FOR YOUR
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WORLD'S FOREMOST
HEAVY-DUTY
IGNITION LINE

BLUE STREAK

REGULATORS • SWITCHES • COILS • CONDENSERS • WIRE AND CABLE • CONTACT POINTS



Automotive **SPOTLIGHT**

January 1959

Customer labor rates are going up in many shops this year. Depending often on local economic conditions--and sometimes on how long the old rates have been effective--shop owners are finding it necessary to elevate their charges to keep pace with today's business picture. Around a third of the answers to a survey of 800 car dealerships and garages last month revealed plans for hiking the rates, although a charge in excess of \$5 an hour for mechanical labor will still be the exception rather than the rule. One big Louisville, Ky., dealer, for example, plans to add 50¢ to his present \$3.50 an hour. A detailed report begins on page 47.

There's going to be more "net" for dealers in '59. At least that's the expressed expectation of many who answered a survey (page 48) of 400 over the South and Southwest last month. Some respondents clearly pointed to the necessity for building more profit into their operations if they're to do a creditable merchandising job for their factories.

Is a South Carolinian likely to become NADA's manager? With the resignation last month of Frederick J. Bell as the executive vice-president of the National Automobile Dealers Association, James C. Moore, general counsel of NADA, added the manager's duties temporarily. There have been rumors that this native of York, S. C., might be offered Bell's post. Many of the admirers of this attorney's unquestioned abilities have privately expressed the hope he would not be moved into the higher position, in view of the usual short tenure of office of NADA managers.

Rubber's going to bounce upward this year. On the heels of predictions that TBA in general would do its best yet in '59 came a forecast by Harvey S. Firestone, Jr., that this should be the best sales year in the history of the rubber industry. The chief executive officer of The Firestone Tire & Rubber Co. based his outlook on the continuing growth of unit tire sales, increased sales of all other divisions in the rubber industry and the encouraging rate of expansion of foreign operations.

Count the South in for a growing slice of tasty economic things also. When you're on a fast-moving plane you may not see too well where you're going--you only know your destination. That's possibly true in the dollar-blossoming region in which you live. Look back at your immediate past and you can fairly safely estimate where you're going. Better still, turn to page 45 and read why the publisher of SAJ concludes that "'59 Looks Good for the South." Laid before you are statistics which have powered the region to a high plateau envied by other sections which may have been rising economically but not to the degree experienced across the lower belt of the U. S.

Southeast has a new wholesaler organization. For months discussions have been held on the best step to shore up the Southeast Automotive Show, which has alternately staged a show and then a conference in recent years. From a meeting at Atlanta last month came the results: Southeastern Automotive Marketing Association. It's designed (page 62) to emphasize "wholesale functioning--free interchange of merchandising ideas, discussion of marketing problems pertinent to the Southeast, closer relations with suppliers and similar activities." Official kickoff event will be the first convention, set for Atlanta Sept. 27-29.

CONTROL!



and in cars...

OIL CONTROL

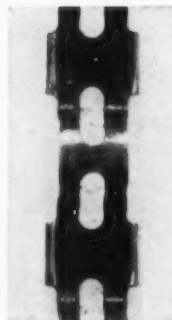
with Sealed Power KromeX Piston Ring
Sets with Stainless Steel Oil Rings

Stainless steel oil rings are the reasons America's largest engine builders are using Sealed Power rings as original equipment.

New design... new material... fully tested! These rings come in fast, control oil even under high vacuum conditions or in tapered or out-of-round bores.



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U. S. Patent
No. 2,789,872



JUST ONE OF THE REASONS WHY

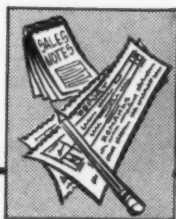
Notice how open the vents are in this portion of Sealed Power's stainless steel oil ring expander after 50,000 miles of service. The expander does not pit or corrode. Carbon cannot adhere. The main cause of oil ring failure is eliminated.

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power KromeX Ring Sets

BEST FOR RE-RING!

BEST FOR RE-BORE!



Automotive MARKETS

Record Boom in TBA for '59 Is Predicted

HIGHEST dollar volume in the history of tire, battery and accessory sales in 1959 was forecast at St. Louis, Mo., last month by Victor Holt, Jr., executive vice-president of The Goodyear Tire & Rubber Co.

Holt, who earlier addressed the annual meeting of the Oil Industry TBA Group, said in an interview that "alert retailers who have adequate stocks of these products and do a good job of selling, servicing and displaying them will set all-time sales records and those who don't will be contributing to the welfare of their competitors."

In the over-all business picture in the United States, Holt foresaw the gross national product increasing, in the near future, from \$440 to \$500 billion. For 1959, he said, indications are for:

Another record-breaking tire replacement sales year of over 72,000,000.

An increase of 25 to 30% in the demand for tires and other rubber products by the automobile industry.

An increase in total pneumatic tire production to 111,000,000 units compared with 101,000,000 in 1958.

An increase in rubber consumption from 1,325,000 tons last year to 1,500,000 tons this year.

All adding up to a new all-time record of dollar volume for the rubber industry in 1959.

Holt said that replacement battery sales should also set a record high in 1959 according to forecasts by the company's business research department.

Six-Cylinder Dodge Truck Shows Increased Demand

DEMAND for the six-cylinder Dodge truck engine increased 22% in 1958, it was announced by M. C. Patterson, Dodge general manager.

"In 1957 only 48.1% of Dodge truck buyers requested six-cylinder engines," Patterson said. "In 1958, however, the six-cylinder model was specified on 58.7% of our orders. Undoubtedly the largest single factor behind this shifting demand is economy."

Goodrich Says Majority Of Cars Tubeless

MORE than half the cars in America are equipped with tubeless tires, and within three years, according to E. F. Tomlinson, president of B. F. Goodrich Tire Co., "the tube repair kit will join the buggy whip as an obsolete bit of Americana."

The tubeless tire was introduced to the public in early 1948, and by late 1951 was available in major markets across the country. They became original equipment on 1955-model automobiles.

Today tubeless tires account for two-thirds of the production at Goodrich.

Economy Engine Specified On 22% of Pontiacs

PONTIAC'S Tempest 420-E V-8 engine now accounts for 22% of all new-car orders received by the division, according to S. E. Knudsen, GM vice-president and Pontiac Division general manager.

The engine burns regular-grade gasoline and reportedly produces an increase of more than 10% in gas mileage. It will soon be made available with standard transmission in addition to the automatic-transmission-equipped Pontiacs.

Knudsen disclosed that the 215hp, high-torque engine in-

creased from 8% of all orders in October to a current 22%.

Greaseless Bearings To Appear in '60

ELIINATION of grease fittings is in sight for 1960, according to an announcement by American Metal Products Co., Detroit, disclosing development of Fiberglide non-lubricated fabric bearings. They are scheduled for use on at least one undisclosed 1960 automobile.

Frederick C. Matthaei, Jr., AMP vice-president of engineering and research, said first use of the bearings was on jet aircraft where, despite the greater initial cost of the bearings, considerable savings were effected by reducing downtime for maintenance. Use has shown the fabric to have a life up to ten times that of metal-to-metal lubricated bearings, he said.

Mass - production techniques using equipment developed by AMP have brought the cost of new bearings down to that of conventional bearings.

Manufacture was made possible by development of polytetrafluoroethylene fiber, originated by du Pont and named "Teflon." This fiber is reportedly one of the most slippery materials known, and has the lowest coefficient of friction of any fiber. Road tests show the fiber bearings are unharmed by dust, mud or slush which attack the underside of a car in motion.

American Bosch Expands Mississippi Output

AERICAN Bosch Arma Mississippi Corp. is currently hiring 400 workers at its Columbus, Miss., plant because of improved business conditions. Officials said 300 have been hired in recent weeks and that plans call for hiring an additional 100.

The business improvement was ascribed by company officials to moving the magneto and generator operations from Springfield, Mass., to the Columbus plant.

**The books show
Federal-Mogul for profit**



VISIT BOOTHS C 83-88
I.A.S.I. SHOW



FEDERAL-MOGUL SERVICE

Division of Federal-Mogul-Bower Bearings, Inc.





Automotive NEWS BRIEFS



This four-door sedan debuting at Chevrolet dealerships this month was inspired by the distinctive "hardtop" styling introduced on the Impala and resulted from retail market soundings that indicated strong sales sentiment, according to E. N. Cole, general manager of Chevrolet. It is two inches lower than other Bel Air models, with a flat roof which overhangs the compound curvature of the broad rear window. Features of the two other sedans in the Bel Air series are otherwise incorporated, including upholstery color-keyed to exteriors. Body identifications include a full-length, stainless steel molding with a depressed white central area and the name in script.

JANUARY	APRIL			AUGUST			DECEMBER		
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31									

Looking Ahead

DEALERS

- Jan. 31-Feb. 4—Annual convention of National Automobile Dealers Association, Conrad Hilton Hotel, Chicago.
- Feb. 22-23—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- March 22-24—Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.
- May 10-12 — Annual convention of Georgia Automobile Dealers Association, Atlanta Biltmore Hotel, Atlanta.
- May 17-20th annual convention of South Carolina Automobile Dealers Association, embarking in Arosa Sun at Charleston for cruise to Nassau and disembarking May 22.
- Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Kentucky Dam Village, Gilbertsville.
- Oct. 18-20—Annual convention of Florida Automobile Dealers Association, Robert Meyer Hotel, Jacksonville.

ation, Robert Meyer Hotel, Jacksonville.

- Jan. 30-Feb. 3, 1960—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.

GARAGEMEN

- Feb. 20-21—Mid-year meeting of directors and advisory council of Independent Garage Owners of America, LaSalle Hotel, Chicago.
- June 24-27—Annual convention of Independent Garage Owners of America, Albany Hotel, Denver, Colo.

WHOLESALE

- Feb. 2-4—Regional conference of Automotive Electric Association, President Hotel, Kansas City, Mo.
- Feb. 2-5 — Automotive Accessories Manufacturers of America exposition, Coliseum, New York City.
- Feb. 7-8 — Annual convention of Automotive Wholesalers of Oklahoma, Municipal Auditorium, Oklahoma City.
- Feb. 15-17—National convention of Motor and Equipment Wholesalers Association, Conrad Hilton Hotel, Chicago.
- Feb. 15-17—Annual convention of

National Standard Parts Association, Hotel Sherman, Chicago.

- Feb. 18-21—International Automotive Service Industry Show, Navy Pier, Chicago.

March 9-11—Regional conference of Automotive Electric Association, Biltmore Hotel, Atlanta.

March 25-26—Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.

May 17-19 — Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Lookout Mountain, near Chattanooga.

May 17-20 — Annual convention of Automotive Engine Rebuilders Association, Royal York Hotel, Toronto, Ont.

June 22-23—Annual convention of Automotive Wholesalers Association of Alabama, Stafford Hotel, Tuscaloosa.

Sept. 27-29 — First convention of Southeastern Automotive Marketing Association, Biltmore Hotel, Atlanta.

Nov. 2-5—Annual convention and conference of The Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Feb. 10-14, 1960—Automotive Service Industry Show, Coliseum, New York City.

March 24-27, 1960—Southwest Automotive Show, Dallas, Texas.

GENERAL

Oct. 5-7—Annual convention and exhibit of Truck Body and Equipment Association, Sherman Hotel, Chicago.

Oct. 28-30 — 12th annual convention and trade show of Automotive Parts Rebuilders Association, Roosevelt Hotel, New Orleans.

Kimball Ends 41 Years With Pontiac

BASIL "Cap" B. Kimball, assistant to Pontiac Motor Division's general sales manager, retired Dec. 31.

Possessor of one of the longest service records in Pontiac history, Kimball started in accounting in 1917. Two years later he was named assistant advertising manager, a position he held until 1947, when he became advertising manager. For the past year he has been handling special assignments.



New HAL payment protection has "MR. & MRS." appeal

With the new HAL payment protection you'll close more "borderline" deals than ever before. Associates HAL (Health, Accident, and Life Insurance) now offers many plus benefits at *greatly reduced cost* . . . lets you put payment protection into the hands of more car buyers than ever before. The lady of the house has always been a "strong one" for the payment security offered by HAL and now the greatly reduced cost makes HAL equally attractive to the man of the house. So better look up your Associates representative *right away* and have him explain how new HAL payment protection can mean more car sales for you.



P.S. See you at the N.A.D.A. January 31 to February 4—enjoy Associates hospitality in "The Cairo Suite" at the Conrad Hilton



ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



Among attendees at the semi-annual meeting of the national committee of the Dodge Dealer Advisory Conference held last month, at which new officers were named, were Dodge General Manager M. C. Patterson (1); Dodge Director of Dealer Relations L. J. Ouellette (2); John H. Lander, Atlanta, Ga., 1959 national chairman (3); O. R. Mitchell, San Antonio, Texas (4); W. B. Scott, Charlotte, N. C. (5); M. B. Casler, Birmingham, Ala. (6); Dodge Assistant General Manager L. F. Desmond (7); T. A. Galyean, Charleston, W. Va. (8); E. C. Atkinson, Sr., Baton Rouge, La. (9), and C. B. Smith, Austin, Texas (10). Discussion of the year's activities highlighted the meeting.

Anti-Freeze Problems Stalk Lighter Engine

ANTICIPATION of new anti-freeze corrosion problems in the face of the current trend toward use of more light metals in automotive engines and cooling systems has been voiced by Leonard C. Rowe of General Motors Research Laboratories' Chemistry Department.

Speaking before the Chemical Specialties Manufacturers Association, Rowe said the trend toward light metals is evident and "either chemical manufacturers will be prepared to provide materials which are effective in a light metal cooling system, or alternative methods of cooling must be found."

Anti-freezes and rust inhibitors that successfully prevent corrosion in present engines and cooling systems may not solve the problem in aluminum engines or radiators, he said, warning that "pitting and galvanic corrosion are sure to be more prominent."

Rowe suggested that chemical manufacturers begin research on the effects of water quality on corrosion and inhibition, of heat transfer on metal corrosion, of surface boiling and hot spots on metal corrosion, as well as on the effectiveness of inhibition in crevices and low-velocity coolant areas and the effect on corrosion

of service variables, such as poor maintenance, anti-freeze re-use and driver habits.

Bolton Is Named President Of New Orleans Dealers

WALTER C. Bolton of Bolton Chevrolet, Inc., has been elected president of the Authorized New Car and Truck Dealer Association of the Greater New Orleans Area. Outgoing president is Tom W. Dutton of Clay-Dutton, Inc.

Bernie Dumas of Bernie Dumas, Inc., was named vice-president and J. A. Riley of New Orleans Motor Co., Inc., secretary-treasurer. Named directors were Wiley L. Mossy, Jr., Mossy Motors, Inc.; McDonald Stephens, Stephens Buick Co., Inc.; J. A. Paretti, Paretti Pontiac Co., Inc., and George Bohn, Jr., Bohn Motor Co.

Walker Holds Open House At Mississippi Plant

WALKER Mfg. Co., Mississippi Division, held its inaugural open house at the new Aberdeen, Miss., plant Dec. 12. During the ceremonies Gov. J. P. Coleman of Mississippi delivered the principal address.

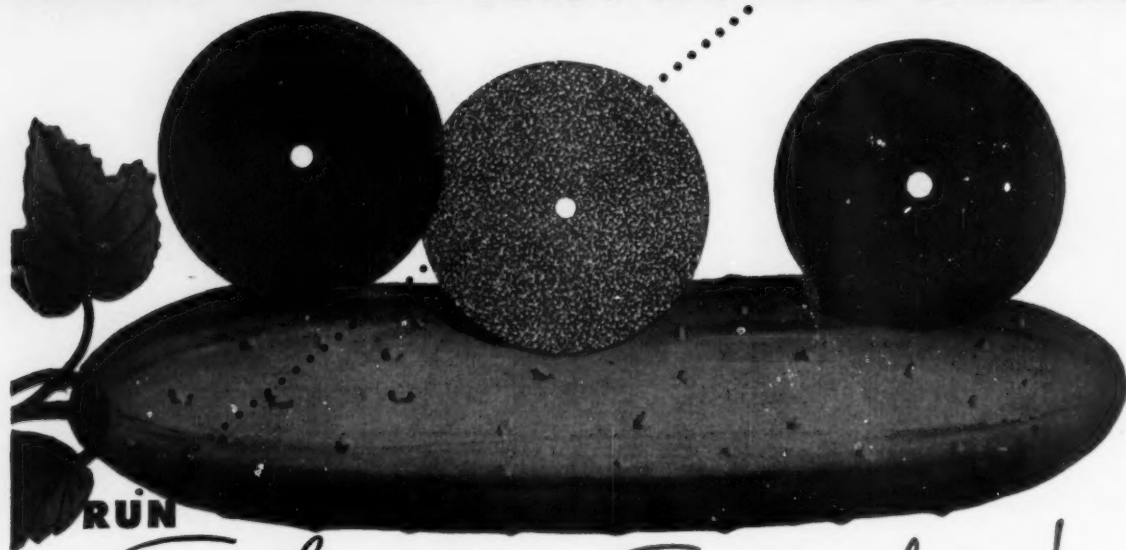
The plant, which began production in September, will employ 125 workers at full production. It is



Frederick J. Bell (top), who resigned suddenly last month from the \$70,000-a-year plus-expenses executive vice-presidency of the National Automobile Dealers Association, may have set some kind of a record in the 41-year-old history of the group. NADA managers were averaging around three years or less for a generation prior to Bell's taking over for his five-year stint. The Virginian resigned a few days after the regular December meeting of the board at which a number of new directors were seated. Rumors had persisted of sharp friction between Bell and NADA President Dean Chaffin of Bozeman, Mont. Some friction has not been uncommon between a manager and the president in the past. Membership declined from more than 30,000 to 23,000 during Bell's administration, attributed generally to many dealers going out of business and otherwise to tougher economic conditions which have seen dealers' average net profit toboggan. James C. Moore (bottom photo), a native of York, S. C., and the veteran general counsel of NADA, was named to act in Bell's absence until a permanent manager can be chosen.

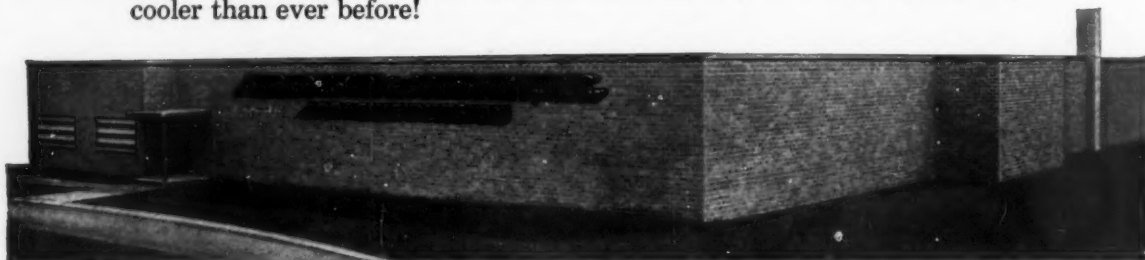
presently engaged in manufacturing automotive exhaust systems. The yellow and blue building has a floor space of 140,000 square feet.

SIoux Abrasive Discs



Cool as a Cucumber!

● It isn't enough that they be tough, flexible, long-lasting, and non-loading. Sioux Abrasive Discs must remain "cool as a cucumber." Constant research in the Albertson & Company Abrasive Division has been directed toward lowering the grinding temperature. And steady progress has been made. Today's Sioux Abrasive Disc runs significantly cooler than ever before!



● Here's where they "beat the heat." It's the modern air conditioned home of Sioux's Abrasive Division. Here precise humidity and temperature control provide ideal working conditions. This careful atmospheric control is important in keeping the discs flat and preventing curling during production and in storage. Exclusive, advanced production methods are employed here on equipment much of which was designed and built by Sioux. Here also, constant research is carried forward to insure that Sioux Discs continue to deliver the top value for your abrasive dollar.

For more information write . . .

ALBERTSON & CO., INC.

SIoux CITY, IOWA, U. S. A.



AIR IMPACT WRENCHES • AIR SCREWDRIVERS • "PELICAN" NUT ACCUMULATORS • DRILLS
• ELECTRIC IMPACT WRENCHES • GRINDERS • SANDERS • POLISHERS • FLEXIBLE SHAFTS •
SCREWDRIVERS • PORTABLE SAWS • VALVE FACE GRINDING MACHINES • ABRASIVE DISCS

Virginians Are Urged to Boost "Believability" in Car Advertising

ADVERTISING is about as low as it can get in "believability."

So said Charles B. McFee, executive vice-president of Automotive Trade Association of Virginia, in his regular bulletin to members last month.

"About 80% of the general public," he said, "believes that comparative advertising prices and gimmicks are either exaggerated, misleading or false." He added that "if 80% of advertising is ques-



Executive Vice-President McFee

tioned, we are being parties to entirely too much loss in this area."

In his letter titled, "Good-Will toward Men," McFee said:

"This is the season for most of us when frenzied activity usually takes two directions. One is the natural direction of good-will toward men and being sure that all of our loved ones and friends are remembered. The other consists of many backward looks to see what has been left undone in the past year, and a few timid peeks at 1959 to be sure that the little ghosts of the past are not waiting on the doorstep to the future.

"We would like to talk about that 'other activity.'"

"This year has seen the most forward step in many years in the merchandising of transportation. Letters and personal conversation, without exception, have approved the new pricing method on auto-

mobiles. This was the first and most necessary step in the long path back to believability and respectability in the industry.

"Now let's look at the next step: Surveys conducted by Better Business Bureaus, educational institutions and research organizations across the country very vividly point up the real reason for the recent recession. Customers of all businesses just had to have a breathing spell—a pause to reconsider what they really believed about business.

"It takes two people to make advertising worthwhile. One who talks, acts, performs and advertises honestly and conscientiously. The other must believe.

"1959 will be a good year to the extent that we consciously try to restore our customers' belief in our advertising, service and our staff, individually and collectively."

Bantam Cars Branded Unsafe in Accidents

SMALL imported cars on today's highways have been compared with "bantam weight boxers competing with heavy weights" in a research report released last month.

Based on field investigations of accidents between imported and standard American cars, the report was revealed at a meeting of a safety enforcement group by A. J. White, director of Motor Vehicle Research of New Hampshire. White's address brought out that accidents between small imported cars and standard American cars usually spelled disaster for small-car occupants.

"Energy absorption and prevention of passenger compartment collapse," he said, "are important factors in accidents and most American cars are superior to imports in this respect.

"I am not for a moment justifying the large American automobile from a standpoint of utility, initial cost and economy," he added, "because most models do not make

transportation sense for individuals. However, as long as 4,000-pound, frame-type automobiles are on the road in large numbers, I am forced to protect myself by not riding in a small imported car."

Socony Mobil Official Heads Up SAE

LEONARD Raymond, chief automotive engineer-research, Socony Mobil Oil Co., is the new president of the Society of Automotive Engineers. The treasurer is B. B. Bachman, director of engineering, Auto-car Division, White Motor Co.

The following were elected vice-presidents: air transport, G. Walker Gilmer, Arabian American Oil Co.; aircraft, W. C. Heath, Solar Aircraft Co.; aircraft powerplant, E. J. Manganiello, National Advisory Committee for Aeronautics; body, J. W. Shank, Chrysler Corp.; diesel engine, R. R. Robinson, Caterpillar Tractor Co.; engineering materials, C. F. Nixon, General Motors Corp.; fuels and lubricants, Lloyd Withrow, General Motors Corp.; passenger car, F. R. McFarland, Buick Motor Division; production, Anderson Ashburn, McGraw-Hill Publishing Co.; tractor and farm machinery, F. P. Steiner, International Harvester Co.; transportation and maintenance, W. E. Thill, Federal-Mogul-Bower Bearings, Inc.; truck and bus, R. W. Wantin, Ford Division.

Louisiana Dealers To Hear Fribley

CARL E. Fribley, Norwich, N. Y., Cadillac-Pontiac-GMC dealer and a past president of National Automobile Dealers Association, will speak at the Louisiana Automobile Dealers Association convention Feb. 23 at the Roosevelt Hotel in New Orleans.

The meeting will include a luncheon, a special program of entertainment and a style show.

Smith Heads Atlanta Dealers

Thomas I. Smith has been elected president of the Atlanta (Ga.) Automobile Association. Other officers include R. H. East, first vice-president, and John Mitchell, secretary-treasurer.

Worried about profits?



ROGERS HAS THE SOLUTION...

Last year, the hundreds of garages and repair shops that installed Rogers remanufactured engines were over a million dollars richer. Did you get your share? If not, start installing Rogers engines now. When you let Rogers do the work for you, one man can get the job out in one day with as much as \$125.00 profit for you.

Your customers profit, too . . . getting their transportation back quickly and at reasonable cost. They also get new car performance and engine life, for every Rogers engine is rebuilt from the block up with all parts meeting original standards. As extra guarantees every Rogers Remanufactured Engine is Dynamometer tested and fully warranted. Start now to make bigger profits . . . install Rogers Engines in your customer's cars and trucks.

*Building top quality engines since 1920
... Rogers now serves the entire Southeast.*

ROGERS
Remanufactured
ENGINES

1060 Huff Road, N. W., Atlanta, Ga.

New Mexicans Name Cherry President

THOMAS S. Cherry, Cadillac-Oldsmobile dealer of Santa Fe, is the new president of the New Mexico Automotive Dealers Association.

Vice-president is J. B. Tidwell, Chrysler - Plymouth dealer of Hobbs, and Donal Jones of Albuquerque is secretary-treasurer of the group.

Directors elected for a two-year term are: Bernalillo County—W. E. "Ed" Black; Chaves County—H. A. Lowery; Colfax County—Nick Cimino; Curry County—Max Meadors; De Baca County—Ernest E. Withers; Lea County—J. B. Tidwell; Lincoln County—Marvin H. Roberts; Luna County—Travis Brem; McKinley County—Frank Harshman; Otero County—Harry M. Powell; San Juan County—Ernest H. Bruss; Santa Fe County—Thomas S. Cherry; Union County—W. C. Wheatley, and Valencia County—Earl Caldwell.

Nelson T. Turner is general manager.

Thermoid Division Formed In Porter Merger

FOLLOWING action by both boards of directors and a favorable response from more than 80% of Thermoid's stockholders, this well-known manufacturer of industrial and automotive rubber and friction products became part of the new Thermoid Division of H. K. Porter Co. last month.

Porter's new division will manufacture and market all products formerly made by Thermoid Co. and Porter's Quaker Rubber Division—rubber and friction items for automotive, aircraft and industrial use. Division plants are in Philadelphia; Trenton; Pittsburg, Calif.; Nephi, Utah; Huntington, Ind.; Danville, Ill.; Charlotte, N. C., and Mexico City.

Warren E. Hill, former Thermoid president, heads the newly-formed division as vice-president and general manager. George Dauphinais is vice-president—operations and the sales organization is headed by J. R. Alexander, vice-president—marketing, and E. G. Counselman, general sales manager.



Top: President H. L. Galles, Jr.
Above: Treasurer John H. Lander

Galles of Albuquerque Takes NADA Helm

H. L. GALLES, Jr., president of H. Galles Motor Co. (Cadillac-Oldsmobile), Albuquerque, N. M., will take over the presidency of the National Automobile Dealers Association, succeeding Dean Chaffin of Bozeman, Mont., at the close of the association's annual convention in Chicago Jan. 31-Feb. 4.

Former NADA director and past president of the New Mexico Automotive Dealers Association, Galles was elected last month with other officers by NADA directors. He is a former chairman of his state association's public relations committee, president of the Albuquerque Kiwanis Club and a member of the local Chamber of Commerce, Community Chest and Better Business Bureau. He has also served on a number of NADA committees.

Pre-elected first vice-president was Birkett L. Williams of Cleveland, O. Secretary is A. E. "Bob" White of Columbus, O., and John

H. Lander of Atlanta, Ga., was re-elected treasurer.

At the December meeting NADA directors voted to "pursue a clear-cut territory-security approach," continuing meanwhile to educate the public on "all aspects of the territory-security concept." The action opened the way for a strong drive by the association to get a territory-security bill, now being drafted by NADA attorneys, through the 86th Congress.

Board members agreed to "do everything in our power individually and through the directors in our regions to get the support and approbation of congressmen and senators in behalf of this bill."

The body also voted to institute an international relations program and to join the International Office for Motor Trades and Repair. A survey of members will be conducted to determine what special problems are involved in selling imported cars.

New directors seated at the meeting included William H. Terry of Florida; William E. Boyce, Jr., Maryland, and James M. "Tom" Allton, Missouri.

(More News Briefs on page 141)

The 3,300-room Conrad Hilton, the world's largest hotel, will hold NADA's convention headquarters and exhibition. Ten days later, in mid-February, Paris wholesalers and manufacturers will occupy this and other hotels for the International Automotive Service Industries Show, to be held at the Navy Pier.



Give Your Hands a Break



GET NEW **Snap-on**

COMBINATION WRENCHES NOW

One pair to a customer — you can't trade those hands in on new ones. Give 'em a break. Start fresh with the tools you use most — like a new set of *Snap-on* Combination wrenches. Many top-notchers rate them the handiest tools they own.

Smooth, rounded handle lets you apply real pressure — no sharp edges to bite in. Accurately machined openings fit nuts securely — help prevent slipping — protect knuckles from cuts, burns and bruises.

Good tools in good hands save time, boost income. Get a new set of combination wrenches the next time your *Snap-on* man calls.

To Mechanics Who Service Foreign Cars

Ask about *Snap-on* wrenches in Metric or Whitworth standard sizes. Available in most popular types and sizes.

Look at all these advantages

1. Long handles for extra leverage, short handles for tight quarters, midsize series for tiny jobs — in a wide range of sizes and sets.
2. Boxsocket® head is hot-broached to give clean, strong wrench walls.
3. Chamfered edge slips onto nut quickly.
4. Accurately centered box opening gives walls of equal strength and thickness.
5. Open end is set at 15-degree angle — turns nut with 30-degree handle movement.
6. Boxsocket is offset 15 degrees to allow knuckle clearance over obstructions.
7. Slim heads and pear-shaped jaws slip into tight spots.
8. Rounded, open-end bottom helps prevent breakage.
9. Beautiful chrome finish protects wrench against rust.



SNAP-ON TOOLS
CORPORATION

8052-A 28th Avenue

Kenosha, Wisconsin



DEALERS MAKE **BIG** PROFITS

Switch to the Hot Laher Quality Lines **AND MAKE MORE MONEY!**

World Famous **MOUNTAIN MASTER**

Sales jumped 76% in 1958!

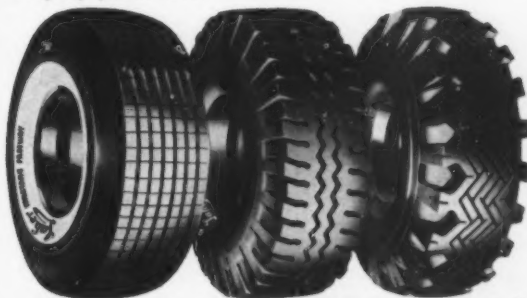
Guaranteed 3 full years (in average passenger car use). Manufactured of supreme quality materials and torture-tested on world's toughest proving grounds. **NOW IRON-CLAD** for amazing extra strength.



CALL LAHER AND SAVE

Laher **MUSTANG** Tires— "The toughest thing in rubber"

A complete line for every passenger, truck and heavy equipment need.



CALL LAHER AND SAVE

Laher Batteries

Famous as "The Battery with nine lives." A complete range of batteries for every need with guarantees up to 4 full years! States of California, Oregon, Washington and others are Laher battery customers.



CALL LAHER AND SAVE

LAHER original equipment, replacement, overload and **Booster Springs**

There's a Laher spring for every automotive need—"Remember Laher when you break a layer."



CALL LAHER AND SAVE

Laher **Oil Filter Cartridges**

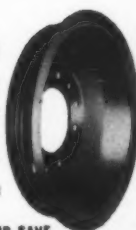
Types to fit all autos and trucks; quality engineered of finest materials.



CALL LAHER AND SAVE

Laher **Brake Drums**

Manufactured of highest quality alloy steel to the highest engineering standards conforming to original equipment specifications.



CALL LAHER AND SAVE

NEW Laher **MOUNTAIN MASTER Heavy Duty Brake Fluid**

Quality engineered to meet or exceed SAE's specification 70 R 1. The ideal brake fluid for heavy duty car, truck or bus operation. Guaranteed harmless to rubber cups and hoses; mixes with any other approved fluid.



CALL LAHER AND SAVE

WE'LL PROVE YOU MAKE MORE PROFITS SELLING THE LAHER LINE . . . CALL YOUR NEAREST JOBBER OR LAHER BRANCH FOR COMPLETE DETAILS TODAY.

LAHER SPRING & TIRE CORPORATION

OAKLAND: 26TH & MAGNOLIA STREETS, HI 4-1350 • MEMPHIS: 300 MADISON AVENUE, JA 3-1344



FORT WORTH
910 Florence St.
ED 6-0182

PORTLAND
N.W. 15th & Davis
CA 7-1406

LOS ANGELES
807 East 8th St.
MA 7-3535

SACRAMENTO
1217 - 16th St.
GI 2-6851

SEATTLE
714 E. Pike St.
EA 2-0366

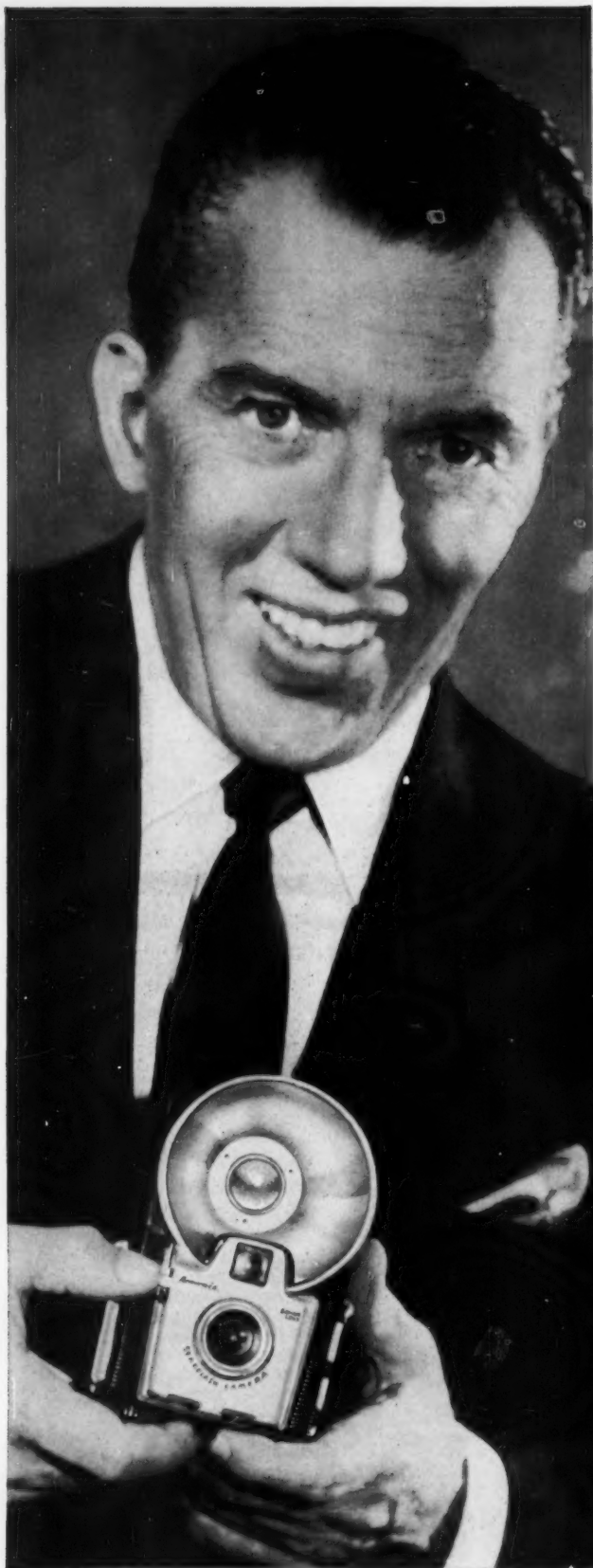
SALT LAKE CITY
541 South State St.
EM 3-5871

PITTSBURGH
5515 Penn Ave.
RI 1-7644

SAN FRANCISCO
98 - 12th St.
KI 2-2106

SPOKANE
1319 W. Second Ave.
RI 7-3105

ST. LOUIS
3041 Olive St.
JE 1-2727



Here's
your
'59

You've seen and heard Ed Sullivan
sell this Kodak-made Starflash
camera on the "Ed Sullivan Show"
on the CBS-TV Network

Order
yours
while they
LAST!

Purolator Bonanza Bonus!

**THIS \$8.95 KODAK
STARFLASH CAMERA
FOR ONLY**

59¢

Here's the most terrific deal to ever hit the filter industry:

Buy the Purolator Bonanza refill assortment of fast-moving filters you stock—at regular prices

Add on the special low price for your Bonanza Bonus unit

(1 PER 5 and Starflash Camera) **\$4.54**

Sell the FREE PER 5 for **3.95**

Your actual cost of Camera

59¢



The famous Starflash Camera takes pictures just the way you like them: in black-and-white—in color—and color slides. This Kodak beauty features

- Built-in flashholder
- Fast fixed-focus
- Dakon lens
- Optical viewfinder
- Safety winding feature prevents double exposures
- Adjustable neck strap



What a team to clean up with!

“Purolator” Reg. U.S. Pat. Off.

PUROLATOR
OIL, AIR & FUEL FILTERS

PUROLATOR PRODUCTS INC., Rahway, N. J.; Toronto, Ontario, Canada

Specially designed for the

Certified



POWER MOWERS



MODEL CH-422

**22" SELF-PROPELLED
TRIMMER-TYPE
ROTARY MOWER**

Powered by 3 h.p., 4-cycle
Briggs & Stratton engine.

DRIVES LIKE A CAR!

Simply shift to "HIGH" for normal lawn conditions, to "LOW" for hills and heavy duty. Free wheeling in "NEUTRAL". Entire front wheel drive is fully enclosed for dust-free operation.

EASY FINGERTIP CONTROLS!

Just lower hand lever to move forward, raise lever to stop. Fingertip throttle controls engine choke, stop and speeds in "HIGH" and "LOW"

RUGGED
ALL STEEL CONSTRUCTION
NON-WINDROWING
SIDE DISCHARGE CHUTE
NON-SCALP WHEEL DESIGN
DEPENDABLE BRIGGS & STRATTON
4-CYCLE ENGINE WITH
RECOIL STARTER
ADJUSTABLE CUTTING HEIGHTS
FINGERTIP THROTTLE
NEW COLOR COORDINATED
FINISH



MODEL CE-318

18" TRIMMER-TYPE ROTARY

Perfect for average needs.
Briggs & Stratton 2 h.p., 4-cycle engine.



MODEL CF-320

20" ALL-PURPOSE ROTARY

Removable front guard for
extra heavy duty. Briggs & Stratton
2½ h.p., 4-cycle engine.



MODEL CG-322

22" TRIMMER-TYPE ROTARY

Big capacity... ideal for larger lawns.
Briggs & Stratton 3 h.p., 4-cycle engine.

Automotive Trade-



MODEL CJ-324
DELUXE 4-WHEEL
24" RIDING ROTARY

NEW! Positive Blade Disconnect

NEW! Quick Cutting Height Adjustment

Sensational disc type drive, one handy lever controls "forward", "reverse" and a full range of riding speeds. Blade speed is constant for smooth, even mowing. 4 1/2 h.p., 4-cycle engine.

Another CERTIFIED EXTRA!

FAMOUS SHOCK-ABSORBENT FLEXOR
BLADE...PREVENTS COSTLY ROTARY
MOWER CRANKSHAFT DAMAGE!

Unlike ordinary one-piece rotary blades, the Flexor has movable tips that swing back when striking a solid object. As a result, the impact is absorbed by the blade itself instead of traveling to the engine crankshaft, and the mower is free to continue operating. Tips snap back into place instantly through centrifugal force. Flexor Blade is shaped to airlift grass up for smooth, even mowing.



MODEL CA-118

PRECISION MADE

18" REEL-TYPE MOWER

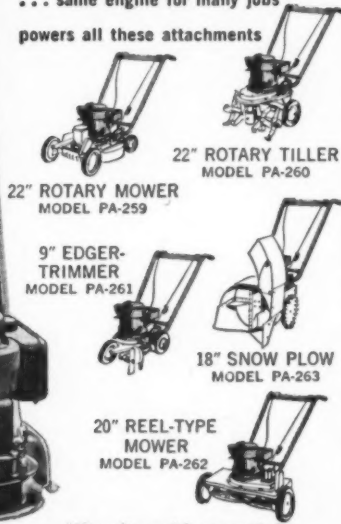
Rugged all steel "box-like" construction. Effortless fingertip operation. Powered by Briggs & Stratton 2 h.p., 4-cycle engine.

Sensational 5-Way Multi-Purpose Motor Arm

Saves major cost of power equipment
... same engine for many jobs
powers all these attachments



MODEL PA-258
Powered by
Briggs &
Stratton 3 h.p.,
4-cycle engine.



22" ROTARY MOWER
MODEL PA-259

22" ROTARY TILLER
MODEL PA-260

9" EDGER-
TRIMMER
MODEL PA-261

18" SNOW PLOW
MODEL PA-263

20" REEL-TYPE
MOWER
MODEL PA-262

All units sold separately

NEW! ALL-IN-ONE SELF-PROPELLED

22" ROTARY TILLER MODEL RT-300

Powered by Briggs & Stratton
3 h.p., 4-cycle engine.



LAWN SCOUT 9" GAS- POWERED EDGER-TRIMMER MODEL PE-99

Just turn blade to trim or edge.
Powered by Briggs & Stratton
2 h.p., 4-cycle engine.

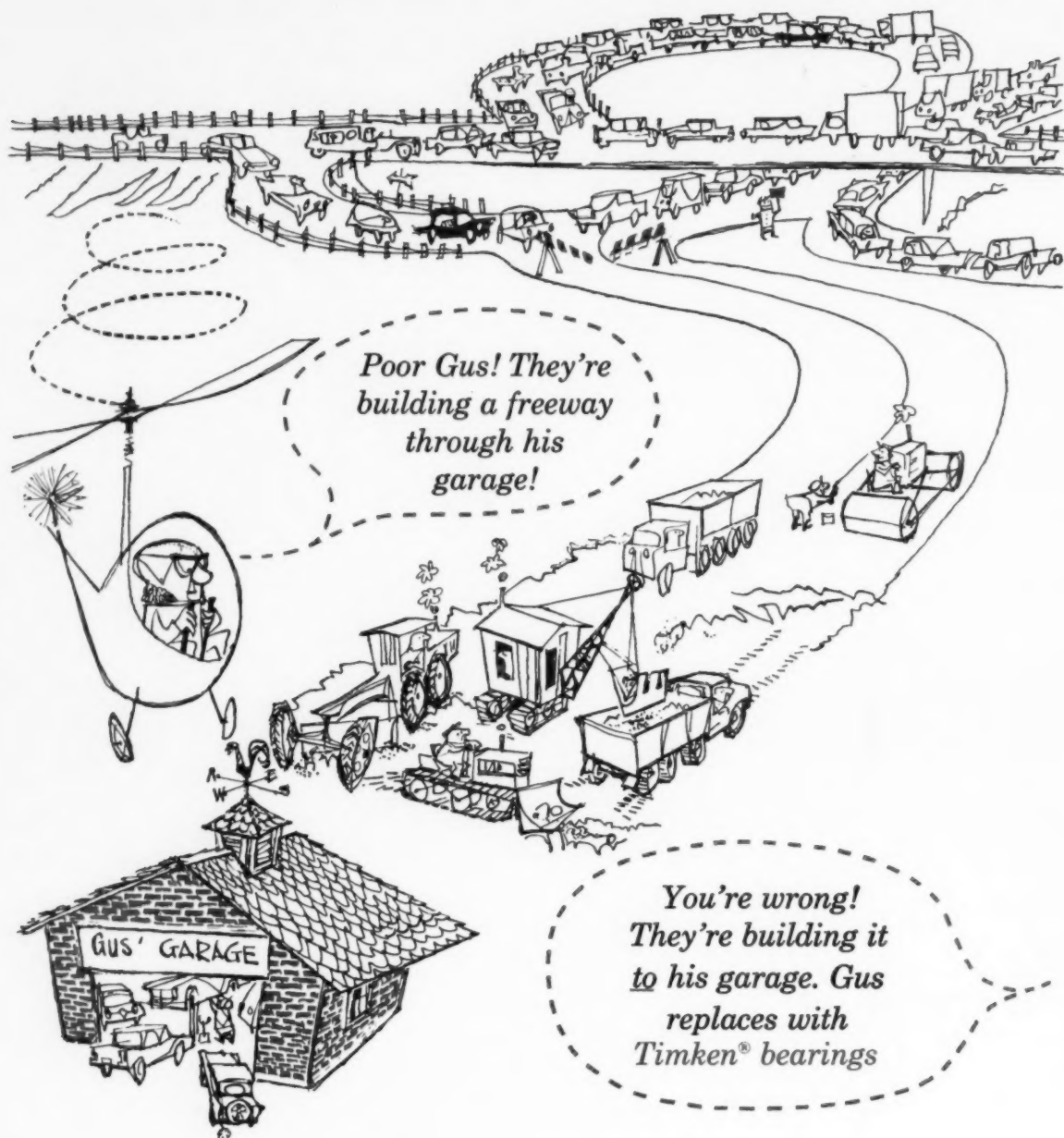


**MOST MODERN GAS CAN MADE!
THE MONCO "FLAT-TOP"**
It stacks!

MODEL 3246 / 1 1/4 gallon
MODEL 3247 / 2 1/2 gallon

Nationally Advertised. Write today for literature and prices. Dept. SA-28

Manufactured by **WESTERN TOOL AND STAMPING CO.**, 2725 Second Avenue, Des Moines 13, Iowa
the world's largest producer of power lawn mowers



You'll line 'em up, too, for bearing replacement jobs, when the word gets around you do quality work and use the best parts money can buy. Tell your customers they're getting Timken® bearings; they recognize and appreciate quality. Timken bearings are America's best-known bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable: "TIMROSCO".



TIMKEN®
TAPERED ROLLER BEARINGS

CUSTOMERS LOVE YOU WHEN YOU REPLACE WITH AMERICA'S BEST-KNOWN BEARING...JUST TELL 'EM IT'S

wix·O·MATIC

Gives You EVERYTHING to Double Your Oil Filter Sales and Profits!

WIX-O-MATIC cuts waste, lost time and lost sales! It's backed-up by WIX ENGINEERED FILTRATION—Prescription Oil Filtration for every vehicle you service.

WIX-O-MATIC has the answers! How long do you take to identify the cartridge you need? WIX-O-MATIC CUTS THAT TIME IN HALF! How much time and money do you lose figuring a profitable installation charge? WIX-O-MATIC SAVES THAT TIME AND MONEY! How many sales do you lose because you don't have the cartridge you need? WIX-O-MATIC MAKES THESE SALES! What are your losses from obsolescence and unbalanced stock? WIX-O-MATIC KEEPS CARTRIDGE STOCKS BALANCED, CLEAN, AND PROFITABLE! And, with WIX-O-MATIC you select *your own Cartridge stock*.

You, too, can DOUBLE your Filter business the same as THOUSANDS of service stations, car dealers, garages, and repair shops across America! Ask your WIX Wholesaler for full particulars on today's top opportunity for *Guaranteed Profits in Filter Service!*



wix DIAL-O-MATIC

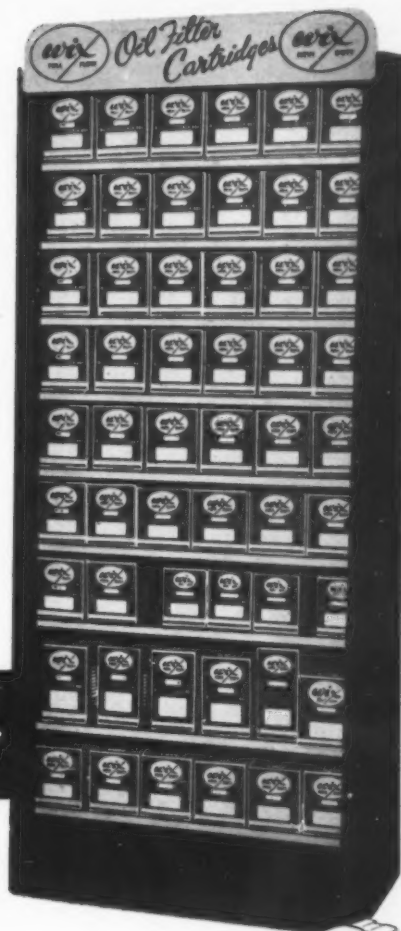
A turn of the dial instantly reveals the correct Cartridge for every car. A time-saver that prevents wasted effort and errors. Yours with WIX-O-MATIC!

INSTALLATION CHARGE GUIDE

Indicates the List Price of every WIX Cartridge and suggests a fair flat rate charge for your installation service. Yours with WIX-O-MATIC!

AUTOMATIC STOCK CONTROL

Every time you sell a Cartridge from your WIX-O-MATIC Merchandiser, a Stock Control Tab automatically signals the number you need to maintain stock.



R_x PRESCRIPTION FILTRATION

**wix
WIX-KNIT**
The premium WIX filtrant in the gold can prescribed for full-flow systems.

**wix
SPIN-ON TYPE**
Self-contained aluminum filter, now Original Equipment on leading cars.

**wix
WIXITE**
Famous HEVI-DUTY depth type filtrant prescribed for partial-flow systems.

**wix
POROSITE**
Exclusive WIX pleated paper filtrant prescribed for full-flow systems.

**wix
DRY TYPE
AIR FILTERS**
Feature POLYMER filtrant for maximum clean air flow. Replacements for modern cars.



Your choice of WIX-O-MATIC Floor Cabinet (illustrated above) or WIX-O-MATIC Wall Rack. Both types are of sturdy, all metal construction, complete with adjustable shelves and dividers to accommodate different height and width Cartridge boxes; plus inventory control tabs that immediately signal stock condition—automatically! And . . . **FREE GOODS** that more than repay your WIX-O-MATIC deposit.

OIL FILTERS • AIR FILTERS
AUTOMOTIVE • INDUSTRIAL • RAILROAD
WIX CORPORATION • GASTONIA • N. C.
In Canada: Wix Accessories Corp. Ltd., Toronto

AP has always given you the longest-lasting mufflers
NOW...NIGHT AFTER NIGHT YOUR LOCAL
TO THE BIG AP SIGN FOR MUFFLERS



"NEWS OF THE WORLD"
WITH MORGAN BEATTY
Tells customers to look
for your AP sign

Night after night, this prize-winning program, aired 7:30 to 7:45 EST on the nationwide NBC network, will tell your customers and prospects about the quality of AP Mufflers—will send them to service stations that display the big AP sign. Get your AP sign up where every passing motorist can see it.

Local TV, radio and newspapers

Television spot films, radio scripts, and assorted newspaper mats are available to you and your AP wholesalers FREE from AP—easy-to-use tools for low-cost local tie-in with AP's national program.

AP gave you the hardest-selling, most copied muffler sign NBC RADIO STATION SENDS MOTORISTS AND ALL YOUR OTHER SERVICES

PLUS THESE TOP-RATED MAGAZINES

America's biggest and most influential magazines will continue to tell millions of motorists to drive in where they see the AP Muffler sign.



30,000 AP SIGNS MAKE MOTORISTS WANT AP, BUILD PROFITS FOR ALL DEALERS. HERE'S WHY YOU SHOULD GET ONE, TOO



Read the results dealers get when they put up the big red AP sign

Gallage up 30%, other business up 35%. "I used to do 10 muffler and pipe jobs a month. After putting up the A-Board, I sold 29 mufflers and 39 pipes the first month and 31 mufflers and 42 pipes the following month. Gallage is up 30%—other business up 35%. The A-Board is the answer—best display I ever used."—Elmer Rholoff, Phillips 66 Station, Bradenton, Fla.



Accessory sales tripled: "My station has competition on the other three corners; business is 50% transient. A year ago I averaged less than \$300 a month in total accessory sales. Now, thanks mainly to the A-Board and the AP Muffler Specialist program, accessory sales have increased to \$900 a month."—Charles Cooper, Cooper Shell Service, Reynolds Corners, Ohio.



Builds business, attracts new customers. "What we like most about the big AP sign is that it's built business by attracting new customers. We're in a neighborhood shopping district, and the A-Board encourages customers to have service work done while they shop. Muffler jobs have increased about 300%."—Jack Richford, Queen Anne Mobile Service, Seattle, Wash.



THE AP PARTS CORPORATION • 9N AP Building, Toledo 1, Ohio • Exhaust Systems for Better Motoring
AP MUFFLERS LAST LONGER ALL 3 WAYS: THICKER STEEL • COATED STEEL • "DRI-FLOW" DESIGN

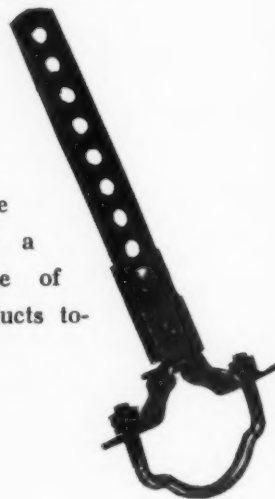
New By Zippy

★ U-Type Muffler Clamps ★ Universal Tailpipe Hangers

Complete With Saddle,
Nuts, Washers.



Ask your favorite
wholesaler for a
complete line of
Zippy products to-
day.



... Now Being Manufactured in the South

Made from Extra Heavy-Duty Metal—

All Zippy products are manufactured from full-gauge quality steel. Zippy clamps and hangers form snug seal when tightened without spreading or warping.

Individually Boxed or in Bulk—

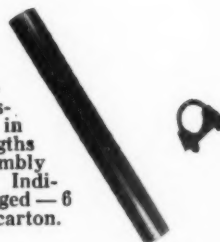
Available in all sizes to fit all cars and trucks.

Also Available From Zippy:



ZIPPY U-BOLTS—
may be purchased sepa-
rately—without saddle,
nuts and washers.

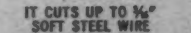
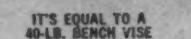
**ZIPPY TAILPIPE RE-
PAIR KIT —** Heavy-
duty guage pipe ex-
tension and clamp as-
sembly. Slip joints in
8" and 12" lengths
less clamp assembly
also available. Indi-
vidually packaged—6
to shipping carton.



MUFFLER PRODUCTS CORPORATION

P. O. BOX 492

HOUSTON 1, TEXAS



NOW! A *Plierench* Pocket Workshop!

COMPLETE WITH ALL ATTACHMENTS

A \$17.35
VALUE FOR **\$6.95***

... with any order for
AUTO-LITE WIRE & CABLE
totaling \$24.95 at
trade prices

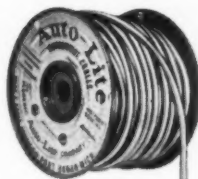
*SUGGESTED PRICE TO DEALERS

AS ADVERTISED IN POPULAR SCIENCE,
POPULAR MECHANICS AND OTHER PUBLICATIONS

- Unconditionally Guaranteed
- Split second, one-hand jaw adjustment
- Needs only a toe hold—doesn't mar or chew
- 10 to 1 grip ratio—1½ ton pressure tested
- Parallel closing two-way V-grooved jaws
- Chrome-moly forged tool steel

THE ELECTRIC AUTO-LITE COMPANY • TOLEDO 1, OHIO

PRIMARY AND LIGHTING WIRE



The Auto-Lite full line of single and two conductor primary wire is available in rubber covered and cotton braided or plastic insulation in all popular colors.

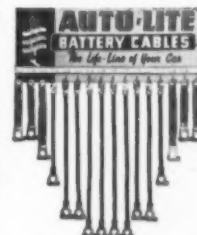
CALL YOUR WHOLESALE TODAY!

AUTO-LITE

WIRE and CABLE

BATTERY CABLES

Smooth finish plastic insulated Auto-Lite Battery Cables have Anti-Corrode "Power Line" terminals with steel inner cores that hold shape, keep full contact for full power.



NOW! CARTER ANNOUNCES THE FIRST IN A SERIES OF IMPORTANT NEW PRODUCT DEVELOPMENTS!

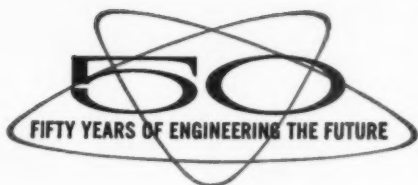
Now! A CARTER ***Clean-out Kit!*** Genuine original equipment parts for the most popular Carter carburetors— ***Sensationally Low Price!***

This year CARTER enters its *second* 50 years of service to the automotive industry with the introduction of a new, *sensationally low priced* ZIP-KIT®—an economical, easy-to-use carburetor clean-out kit comprised of genuine *original equipment parts*. Now mechanics everywhere can specify and install *precision* carburetor parts made by the same manufacturer whose carburetors are on 24 million cars today!

With CARTER's Zip-Kit you'll always be ready for fast, *dependable* clean-out jobs—and at a tremendous per-kit saving! In fact, the new Zip-Kits are priced so that you never again will even *consider* using other than genuine, original equipment parts!

Accept no substitute. Demand the best . . . CARTER. And remember, your future's fine in '59—with CARTER!

Call your supplier *now!*



Look to Carter for
the next 50 years
of automotive progress.

GENUINE
CARTER

CARBURETOR

Zip-Kit®

AN ECONOMICAL CLEAN-OUT KIT
Needle & Seat • Pump Plunger • Gasket Set

NEW PROTECTIVE PACKAGING

Each Zip-Kit is enclosed in
air-tight, moisture-proof,
heat-sealed metallic foil.
No more "mysterious
disappearance" of parts.

CARTER

CARBURETOR

Division of GCF Industries, Incorporated, St. Louis 7, Mo.

"HOW-TO-DO-IT" installation you to do



LOCKHEED BRAKE PARTS, FLUID, EXCHANGE SHOES and LINING • AIR HORNS • AIR BRAKES • TACHOGRAPHS

sheet makes it very easy for brake relining jobs...

Wagner® Lockheed **LINED BRAKE SHOES**

have installation instructions in every set

Now, Wagner makes brake relining work easier and more profitable for you.

Wagner furnishes "HOW-TO-DO-IT" Installation Instructions with every set of lined brake shoes. It's simple for any mechanic to handle brake relining jobs.

Wagner Lockheed Lined Brake Shoes come to you with the lining contour ground to compensate for normal drum distortion. With correct clearance provided towards the ends of the shoe, lining contacts the drum over most of its surface. This feature assures jobs that give safer, smoother stops. You have less grief—there will be fewer "free" adjustments—and you'll make more money.

WAGNER SHOE EXCHANGE PROGRAM lets you take full advantage of Wagner's production facilities when you exchange shoes. The slow, tedious job of delining and relining the shoes is eliminated. Sets that come to you from the Wagner Supplier consist of clean, inspected, completely reconditioned shoes equipped with the right premium quality lining.

In addition to the exchange shoe program your Wagner Supplier offers sets made up with top-quality lining on all-new shoes, packed one axle set to a box. Sets with Wagner "WP" Lining are extensively used on high horsepower passenger cars and commercial vehicles equipped with or without automatic transmissions and power brakes.

Sets are available with either standard or over-size thickness—for all popular passenger cars and some light trucks.

In addition to sets, the Wagner line includes friction materials in blocks, rolls, slabs and cut segments—providing the right lining for every job.

The complete Wagner line not only consists of brake lining, but includes hydraulic brake parts, fluid, and power brake repair kits.

FOR DETAILS consult your nearest Wagner Supplier, or mail coupon to us for **FREE** copy of **CATALOG BU-579**.

WB59-1B



ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U. S. A.
(Branches in principal cities in U. S. and in Canada)

Please send us Catalog BU-579 on Lined Brake Shoe Sets.
We understand that there is no charge or obligation.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & STATE _____

HIRSIG-BRANTLEY

Service Means
Complete Service
in the South



for Manufacturers and Jobbers!

★ IT'S EASY to understand why Hirsig-Brantley Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig-Brantley organization is all that is necessary. . . .

AUTOMOTIVE EXPERIENCE . . . Hirsig-Brantley Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES . . . Hirsig-Brantley men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 13 Southern cities, information brought to customers on Hirsig-Brantley lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig-Brantley men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home office promptly handles the necessary details as required by an efficient sales organization.



Lawrence M. Hirsig



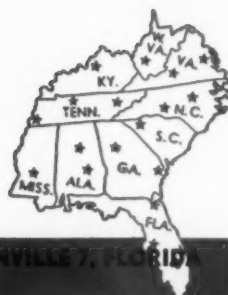
Mrs. Lawrence M. Hirsig



B. T. Brantley



B. W. (Larry) Hirsig



HIRSIG-BRANTLEY COMPANY, AMERICAN NATIONAL BANK BLDG., JACKSONVILLE 7, FLORIDA
MANUFACTURERS DIRECT REPRESENTATIVES

MONEY! MONEY! MONEY!

**It's yours in the
FABULOUS FRAM
SILVER ANNIVERSARY**

\$60,000.00

TREASURE HUNT!



NOW on our 25TH Anniversary FRAM presents

THE FABULOUS FRAM SILVER ANNIVERSARY TREASURE HUNT!

\$60,000.00 IN CASH! 10,000 CHANCES TO WIN!

As part of our giant Silver Anniversary sales program, FRAM is paying \$60,000.00 to get hoods up and boost oil and filter sales!

More than 10,000 cars are now equipped with specially marked FRAM Filters... Each one pays up to \$1,000 to the dealer who finds it...and the same to his customer...and to his wholesaler salesman!



CHECK EVERY CAR! The very one on your drive right now may be a "big money car"! Check both the oil filter and air filter cartridge. Start now!

HOW TO GET YOUR SHARE:

10,000 secretly marked FRAM Oil and Air Filter cartridges were installed last year in old and new cars during regular servicing.

LOOK FOR THESE TAGS! A special Treasure Hunt Tag is attached to each winning cartridge.

FILTERS PAY \$1 to \$1,000. Each Treasure Hunt Tag has a predetermined value—based on a drawing supervised by bank officials. Values are \$1,000, \$500, \$100, \$50, \$10, \$5, \$1. The "Treasure Hunt" number on a cartridge does not indicate value of prize.



WHEN YOU FIND A TREASURE HUNT CARTRIDGE, do this: (1) Detach Treasure Hunt Identification Tag. (2) Mail with *your name*... *your customer's name*... and your *wholesaler salesman's name* to FRAM CORPORATION, Dept. T.H., Providence 16, R.I. (Convenient Notification Slips are in FRAM DEALER KIT... or available from wholesaler salesman.) Don't delay... campaign ends June 30, 1959. Program is subject to Federal, state and local laws and regulations.

FRAM WILL GIVE YOU the cash amount assigned to the tag you find... up to \$1,000. And the same amount to the car-owner... and to your wholesaler salesman!

YOU CAN'T LOSE! Whether or not you win a cash prize, you're bound to get all the extra oil and filter profits the Treasure Hunt brings in!

PLUS this new way to boost oil and filter changes...

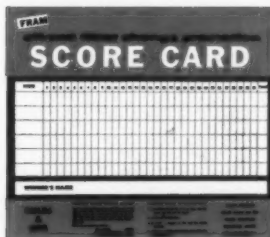
THE SPECIAL FRAM SILVER ANNIVERSARY "D-8" GIVES YOU AN EXCITING OIL & FILTER SALES CONTEST AT NO EXTRA COST TO YOU!



LOOK AT THIS LUXURIOUS SWEATER! Beautifully styled beige Lambs Wool and Orlon. Specify Sizes: Sm., Md., Lg.

PROMOTION IS EASY TO RUN

FRAM SUPPLIES ALL YOU NEED for your own Oil and Filter Change Promotion. Award varying points for each oil change, oil filter cartridge and air filter cartridge sold. At end of promotion, winner gets prize . . . and you get all the extra profits.



FREE SCORE CARD

Supplied by FRAM for you to show progress of promotion. Hang it in lube room where all men can watch it!

Score card packed in every D-8 carton.

You can offer your men this luxurious sweater as an award in a sales drive of your own!



FOR DRESS, WORK OR SPORT! De luxe, downy-soft. Wear with any color! Warm, well-knit, washable! Marvelous value.

HERE'S THE OFFER:

YOU GET this sweater packed with 2 free FRAM Cartridges (1 C-4 and 1 CH-6PL) for only \$4.50 . . . with the purchase of any 24 FRAM Cartridges.

When you sell the 2 free cartridges at regular list, you recover the entire cost of the D-8!



SEE FRAM'S TERRIFIC NATIONAL ADVERTISING PROGRAM!

GIGANTIC ADVERTISING BLAST THROUGHOUT FRAM SILVER ANNIVERSARY YEAR

pulls in traffic for you!



● National MAGAZINES!

Big dominant FRAM magazine ads like this will stimulate your filter sales. They will be used to announce FRAM Treasure Hunt, too.

● National RADIO!

Repeated daily announcements over the full CBS and Mutual radio networks during Spring change-over! A great traffic-builder for you...and a sure way to spread news of FRAM Treasure Hunt!



● Outdoor ADVERTISING!

Giant Highway Billboards coast-to-coast —sell FRAM—send customers to you!



**AND YOU'LL
WANT THESE
POWERFUL
SALES AIDS TO
HELP YOU IN
THE TREASURE
HUNT!**



INSPECT-O-SCOPE*
Shows customers when they need new air filter cartridge. For use right at car. Makes sales fast! Price \$6.75



**INSPECT-O-LIGHT
AND DISPLAY***—Shows and sells air filters day and night! Quick way to greater filter profits! Price \$7.95

*Patent Pending



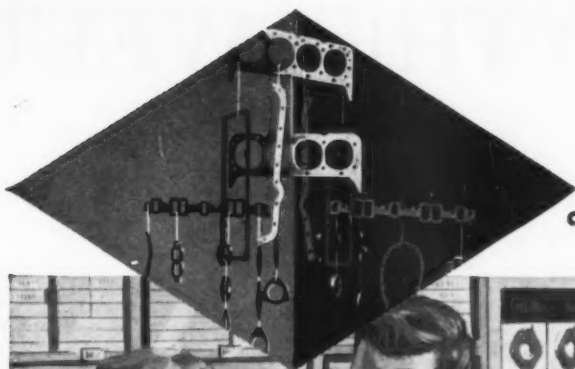
MODERN WALL RACK—costs you nothing! Packed with 2 FREE FRAM CARTRIDGES. Pay only \$4.80. Sell free cartridges at list and recover entire cost!

IT WILL PAY YOU TO JOIN FRAM'S SILVER ANNIVERSARY CELEBRATION! Here's what a FRAM Silver Anniversary Dealer gets:

- 1959 Dealer Catalog and Service Manual
- Treasure Hunt Window Poster
- Air Filter Poster
- Latest Price Sheet
- Wall Cartridge Checker—big, bold and readable
- Convenient Treasure Hunt Notification Slips

SIGN UP NOW!

FRAM CORPORATION, Providence 16, R.I.



call for Fel-Pro Full Gasket Sets
and you're sure to get these



6 EXTRA VALUES

- 1 Manifold gaskets in all head and full sets — to do the job right!
- 2 Exclusive Fel-Coid, Shrink resistant oil pan gaskets — to do the job quicker; seal better.
- 3 Experienced engineering based on Fel-Pro's years of supplying original equipment gaskets to one of the Big 3 Car Factories!
- 4 Precision made, utilizing over 40 years experience.
- 5 Engine Seals in all sets where desirable.
- 6 Packaging that really protects and keeps gaskets Factory Fresh, easy to install.

Cash in on these

EXTRA VALUES

YOU'RE SURE TO GET IN ALL

FEL-PRO FULL GASKET SETS

433R1

There's only one reason for calling for a complete gasket set...and that's to be sure you get every gasket needed to correctly re-gasket the engine! And the one sure way to be certain of getting *fully complete* sets is to call for Fel-Pro Full Gasket Sets. They're always *fully complete* —even down to the manifold gaskets. Engine Seals in all sets where desirable. Ends all temptation to violate the money-making, time-

saving, comeback-stopping, rule that says... always renew gaskets, never reuse old gaskets! Do as the man in the picture is doing, ask your Fel-Pro Jobber to prove Fel-Pro's extra completeness... its 6 Extra Values. Ask him to open up a Fel-Pro Full Gasket Set and spread out the contents on the counter. You name the set... your Fel-Pro Jobber's got it and will be glad to show it.

Be sure to see the Fel-Pro Extra Value line in Booth Number C-104, at the IASI Show.

Serving the sealing needs of cars, trucks, buses, tractors, small engines and industrial engines... since 1918

FEL-PRO

FELT PRODUCTS MFG. CO., SKOKIE, ILLINOIS

THE SWEET



THE **LARK**  BY STUDEBAKER

AURA OF SUCCESS



Yes, without obligation, I'm interested in learning more about the Studebaker franchise.

DEALER DEVELOPMENT DEPT.
STUDEBAKER-PACKARD CORP./South Bend 27, Ind.

NAME _____

FIRM _____

TITLE _____

CITY _____

STATE _____

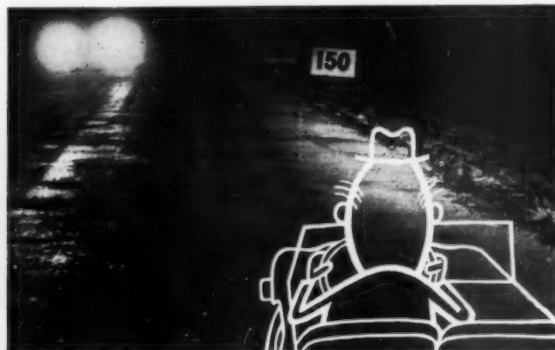


5 THINGS YOU SHOULD KNOW ABOUT NEW SUBURBAN HEADLAMPS

with the "built-in spotlight" in the low beam



1. DRIVERS CAN SEE IN SPITE OF ONCOMING CAR'S LIGHTS. Even if the other car's lights are aimed high, or if the motorist fails to "dim", General Electric SUBURBAN Headlamps help drivers see past approaching cars when they're 75 to 200 feet away.



2. THE "BUILT-IN SPOTLIGHT" EFFECT IN THE LOW BEAM puts twice the light farther ahead down the right side of the road than any previous 2-headlamp system. After passing, this extra light helps the driver recover his vision more quickly.

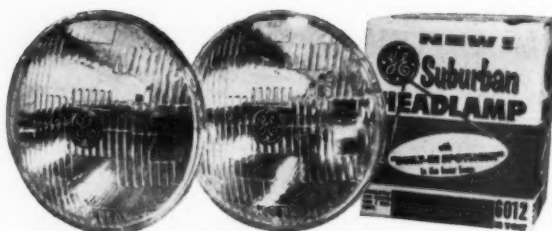
3. ONLY 7" HEADLAMP NOW AVAILABLE WITH LOW-BEAM FILAMENT ON FOCUS

G-E SUBURBAN Headlamps feature a low beam filament that's optically centered. This, plus the tilted reflector and re-designed lens, provides the

maximum amount of light in the spotlight area permitted by S.A.E. specifications—with no increase in wattage . . . no additional drain on the battery.



4. EIGHT OUT OF TEN CARS NEED G-E SUBURBAN HEADLAMPS. There are 50,000,000 cars with 2-headlamp systems whose headlighting can be improved with a pair of new G-E SUBURBAN Headlamps. Put a pair on your own car. They'll convince you . . . then it'll be easy for you to convince your customers.



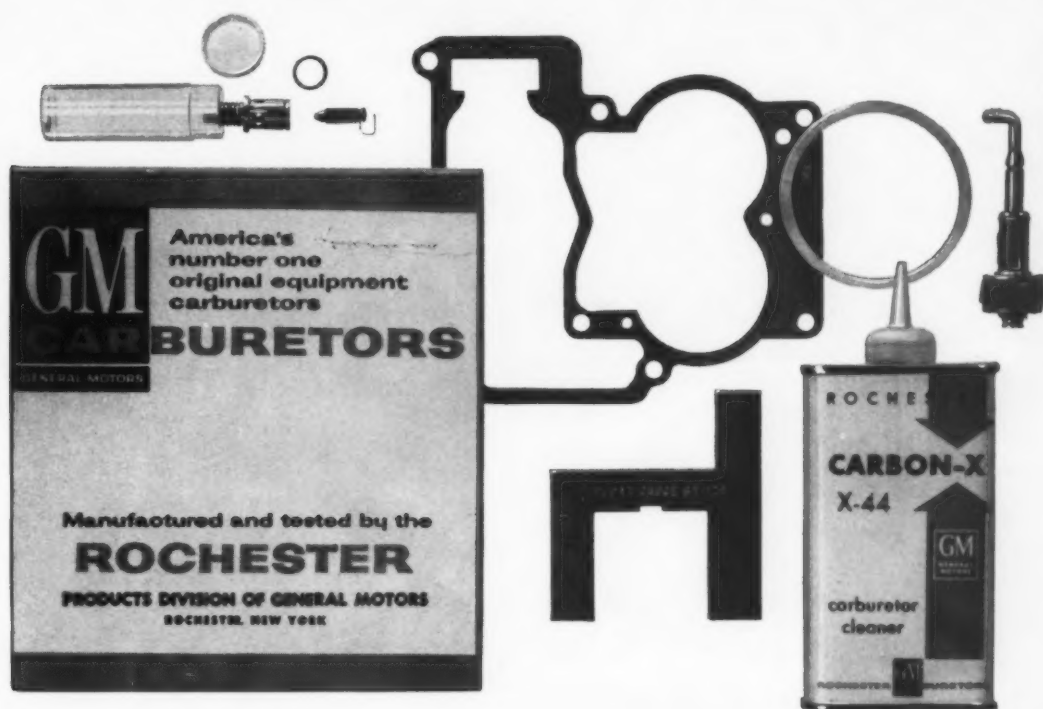
G-E No. 6006—6 volt

G-E No. 6012—12 volt

5. NOW YOU CAN SELL HEADLAMPS TWO-AT-A-TIME. And you can make two profits, too. One profit on the headlamps . . . another on the aiming job that follows. Don't delay! Call your wholesaler salesman about G-E SUBURBAN Headlamps today. General Electric Co., Miniature Lamp Dept., Nela Park, Cleveland 12, Ohio.

GENERAL  ELECTRIC

From the makers of famous Rochester-GM Carburetors



NEW KLEANOUT KIT

the only complete carburetor clean-out kit on the market!



**ORDER YOUR
ROCHESTER-GM
KLEANOUT KITS TODAY!**



New Rochester-GM KLEANOUT KIT contains everything you need to perform carburetor clean-outs—including exclusive new X-44 Carbon-X Carburetor Cleaner in the handy new applicator can.

Rochester-GM Kleanout Kit is the only complete kit available! Everything you need in one package—needle and seat valve, pump plunger, choke-stat cover gasket, air horn gasket, clip, float gauge, instruction sheet . . . *plus* the exclusive new X-44 Carbon-X Carburetor Cleaner. Available for single-, two- and four-jet carburetors. *Rochester Products Division of General Motors Corporation, Rochester, New York.*

ROCHESTER **GM CARBURETORS**
GENERAL MOTORS



SOMEONE SOLD HIM "BARGAIN" BRAKE LINING?

Here's the kind of needless tragedy that can happen to any motorist whose car is equipped with so-called "bargain" replacement brake lining. Obviously, it can be anything but a bargain to the motorist (or to the reputation and peace-of-mind of the jobber, dealer, or rebuilder who sells it).

This inferior lining has little in common with quality lining. It gives out after a few routine stops—and is practically no good at all to the motorist in emergencies. However, it does match top quality lining in one unfortunate respect. It *looks* the same.

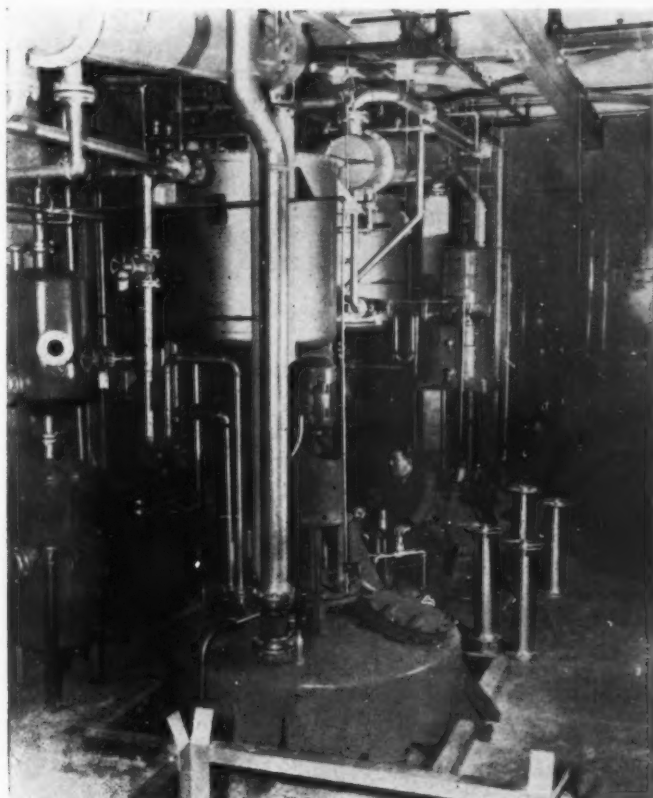
Even though made of the lowest grade materials, inferior lining is impossible to detect from the good stuff, unless you're a brake lining engineer. That's why it's mighty easy to be fooled into buying it as first-line merchandise. Then, too, since it costs its manufacturers practically nothing to make, "junk" brake lining can be offered at seemingly "attractive" prices. We know the very "unattractive" price that motorists who fall for these "bargains" can pay in dollars and in lives. Question is: *What do we do about it?*

Our part, as we see it, is to keep

warning the trade about the inferior quality produced by the "bargain" manufacturers. You, as a jobber, rebuilder or dealer, can do your part to protect the public by stocking only "name brand" brake lining—such as that made by Bendix or one of the other *reputable* manufacturers.

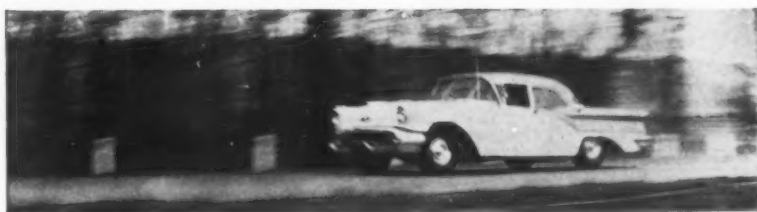
Remember, automobile and truck manufacturers go to great lengths to protect their customers by installing only brake lining made by responsible people. And, because Bendix has so satisfied vehicle manufacturers, our linings are on more new vehicles than any other brand.

It takes more than a bucket
and a kitchen stove to
manufacture quality brake lining



FULLY CONTROLLED PRODUCTION of the various resins required for high-temperature-resistant friction materials is obtained through these resin reaction kettles. Bendix is one of the few lining manufacturers making its own resins—an important factor in maintaining quality control of raw materials.

BRAKE "FADE" is a sure sign of lining weakness. To guard against it, one Bendix-Eclipse test puts the lining through a series of "panic" stops at high speeds. Excessive fade renders that lining unsuitable for market.



A MODERN BRAKE lining plant utilizes modern equipment—like this conveyerized brake lining cure oven of Bendix-Eclipse—to help assure the kind of product quality that means long lining life and top-grade performance.



HUGE HYDRAULIC PRESSES are further examples of the modern equipment at Bendix-Eclipse®. Used for transforming dry mix briquettes into molded linings.

®TRADEMARK

BENDIX-ECLIPSE

Marshall-Eclipse Division
Troy, New York



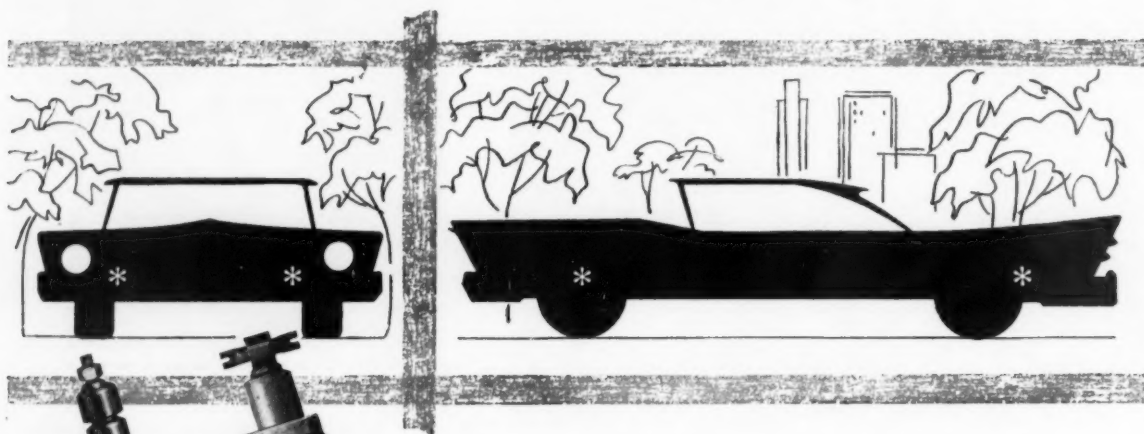
Install the shocks that bring back new car riding comfort...

Thompson Products

SKY-RIDE*

Airplane Type

Shock Absorbers and Shock Springs



WHEN you install Thompson Products Sky-Ride shocks and shock springs, you give your customers products backed by more than 50 year's experience in manufacturing original equipment front end and chassis parts. *If any shock can do it—Thompson Sky-Rides will bring back new car riding comfort and steering ease.*

Call your Thompson Products distributor, today. Ask him about the Sky-Ride 60-day free ride plan.

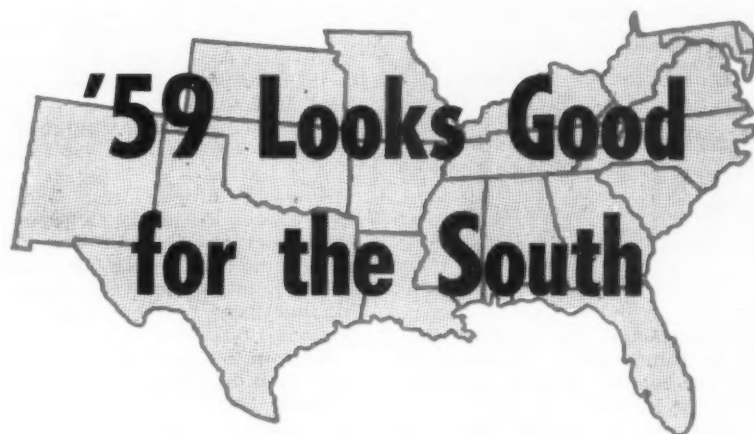
Thompson Sky-Ride shock springs prevent "bottoming" and rear end sag.



Thompson Products

Replacement Division

Thompson Ramo Wooldridge Inc.
Cleveland 3, Ohio



By **RICHARD P. SMITH***
President, W. R. C. Smith Publishing Co.
Atlanta, Ga.

THE deep - rooted economic strength of the South which was proven in the 1958 recession portends good things ahead this year for all of us.

This interesting, even startling proof of real business muscles was something quite new. For long, weary years the South had no economic vigor. Yet in 1958 almost every indicator showed the Southern and Southwestern states doing better economically than their Eastern, Northern and Western counterparts.

This is important to all Southerners and especially to automobile dealers, garagemen and parts wholesalers whose income is geared so integrally to the community's business life.

The dramatic contrasts that were seen at mid-year were stimulating, but the solid accomplishments that made these contrasts possible were far more significant.

Two principal facts stand out:

First, the South has freed itself forever from the ruinous dependence on a single farm crop . . . cotton.

Second, the South is gaining fast as a major manufacturing area, including such great activities as the Reynolds aluminum reduction plant and Ford aluminum parts casting factory at Sheffield, Ala. (covered in detail in this publication last month).

"King Cotton," for many years supreme in the Southeast as the farmers' principal cash crop, is fast taking a back seat to livestock and its products, with the possibility that in time he will be definitely relegated to the background.

What the South is achieving is a balance between agriculture, commerce and industry that means continually increasing prosperity for many years ahead. No other region has this same prospect. The Southern and Southwestern states have been blessed by nature with a

mild climate, adequate supplies of water and a remarkable abundance of raw materials. Oddly enough, it was some of these favorable factors that led the South into the one-crop trap and a "cotton economy." Now things are different.

In Florida, where the production of cotton has never been important, not too much change has taken place. In Alabama, however, last year the sale of livestock and its products topped the sale of corn products, cotton, lint and all others by \$53,054,000. In Georgia \$85,545,000 more was realized on livestock and its products than from all crop commodities, and Georgia led all other states in the nation in post-war rate of gain in sales of livestock and its products.

In Tennessee the difference in favor of livestock and its products was \$37,074,000.

In Mississippi, where cotton has long predominated, all forms of crop products, including cotton, brought only \$39,511,000 more than did livestock and its products.

South Carolina continued to lean heavily on cotton and other crop

***The publisher of Southern Automotive Journal and six other business papers tells you the statistical facts of the South and Southwest's life in 1958 as a clear indication of what you can be anticipating in the way of business for this tremendously expanded region in this new year. He distinctly bugles the approach of a new plateau for the region's commerce.**

Says the author, who is chairman of the board of National Business Publications (composed of publishers of more than 200 business papers):

"Recent examples of what is being accomplished include the records of eight Southern metropolitan areas—Dallas, Fort Worth, Atlanta, Birmingham, Houston, Louisville, Memphis and New Orleans. These cities added 2,507 manufacturing plants to their areas to keep pace with their production potentials. Among the plants were 57 employing 500 or more workers!"

products more than on livestock and its products to the extent of some \$124,554,000 in 1957, but even in that state the past ten years have brought a decline of 58% in the marketing of cotton, while the sale of livestock and its products has increased by 29%.

The Southern states west of the Mississippi River have always been heavy producers of livestock and therefore dependent to a large extent on prices paid for cattle in such major centers as Kansas City and Chicago. Now, however, the balance is shifting and Texas, for example, will produce over 4,000,000 bales of cotton in 1958, which is well over a third of the U. S. total. While this is a reversal of the trend in the Southeast, it does show a balancing of farm output that assures prosperity, now and in the future.

It seems clear enough that Southern and Southwestern farming is now better adjusted to supply national and local markets and is more prosperous than at any time in the last 95 years. This has a major influence on the over-all prosperity of the region, although it is now secondary to commerce and industry.

This adds strong support to the belief that this year's car sales will range from a minimum of 5,000,000 to possibly 6,000,000.

Southern industrial growth in the last 20 years has been remarkable. It has led the nation in many instances and brought fat payrolls to big cities and small towns all over the South and Southwest.

James V. Carmichael, an enthusiastic booster of the "new" South, has been instrumental in the economic development of this area.

As an example, during World War II he helped attract the country's largest bomber plant to his home town of Marietta, Ga. Asked what advantages the South offers his own Atlanta-based company, Scripto, Inc., as well as other firms that operate in the South, Carmichael answers:

"The South offers the businessman a variety of advantages—a climate he can enjoy year-'round . . . generally a more relaxed and enjoyable way of life . . . excellent distribution and shipping facilities . . . excellent research facilities at our universities . . . a dynamic growth market in the South itself . . . an economy that seems almost recession-proof because of its diversity.

"But the biggest advantage is a plentiful supply of a very satisfactory type of labor. Most of the people here in the South have a heritage that goes back over several generations. These roots make for a stable type of employee. In our Scripto plant, absenteeism is practically nil; turnover is practically nil. And our people give us a full day's work.

"Up until World War II, the South's labor supply was largely unskilled. But when plants opened all over the South because of the emergencies, a huge supply of semi-skilled and skilled labor was created. Even our unskilled people became improved in their desirability, because they became shock-proof to industry. They learned how to work in plants, how to work with other people, how to obey the shop routine. They became industrialized if you please."

Recent examples of what is being accomplished include the rec-

ords of eight Southern metropolitan areas—Dallas, Fort Worth, Atlanta, Birmingham, Houston, Louisville, Memphis and New Orleans. These cities added 2,507 manufacturing plants to their areas to keep pace with their real production potentials.

Among the plants were 57 employing 500 or more workers!

In the period from 1946 to 1956 these cities added 214,578 workers to their industrial population, and from 1939 to 1956 saw the value of their manufacturing output advance all the way from 438 to as high as 1,326%.

Houston, Atlanta and Dallas were among the top 12 metropolitan areas in the United States distinguishing themselves for their ability to attract new manufacturing industries to their respective sections.

Houston, for example, was seventh from the top among 35 of the nation's largest areas in increase in number of plants between 1946 and 1956. Atlanta was eighth and Dallas, 11th.

Southern Cities Push Higher

In Houston the gain was 595, from 926 to 1,521; Atlanta 522, from 731 to 1,253, and Dallas, 451, from 1,012 to 1,463.

Many authorities believe that it has been the large number of these new plants equipped for more efficient operations than the older ones in other regions that kept Southern and Southwestern industry in such good standing during the lean months of 1958. At no time in the year was Southern unemployment at a critical level.

The highest point of the year in general employment was reached in the South in October 1958 with 95% of the labor force of Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Maryland, Delaware, Kentucky, Arkansas, Louisiana, Oklahoma, Texas and the District of Columbia on the job.

It compared with 94.4% in September, 93.4% in August, 92.8% in July, 92.6% in June, 93.3% in May, 93% in April, 93.1% in March, 92.3% in February and 93.4% in January.

The South could "point with pride" to the fact that the region had the lowest percentage of unemployment in October of all regions in the country. Its five per cent without jobs compared with 6.4% in the Northeastern region of Maine, New Hampshire, Vermont,

(Continued on page 89)

Third of Shops Plan to Raise Labor Rate

	\$2.50	\$2.75	\$3.00	\$3.25	\$3.50	\$3.75	\$4.00
75	15.13	16.50	17.88	19.25	20.63	22.00	
50	15.40	16.80	18.20	19.60	21.00	22.40	
25	15.68	17.10	18.53	19.95	21.38	22.80	
50	15.95	17.40	18.85	20.30	21.75	23.20	
75	16.23	17.70	19.18	20.65	22.13	23.60	
100	16.50	18.00	19.50	21.00	22.50	24.00	
75	16.78	18.30	19.83	21.35	22.88	24.40	
50	17.05	18.60	20.15	21.70	23.25	24.80	
25	17.33	18.90	20.47	22.05	23.60	25.15	
50	17.60	19.20	20.80	22.40	24.00	25.60	
75	17.88	19.50	21.13	22.75	24.35	26.00	
100	18.15	19.80	21.45	23.10	24.75	26.40	
75	18.43	20.10	21.78	23.45	25.13	26.75	
50	18.70	20.40	22.10	23.80	25.50	27.10	
25	18.98	20.70	22.43	24.15	25.85	27.45	
50	19.25	21.00	22.75	24.50	26.25	27.80	
75	19.53	21.30	23.08	24.85	26.63	28.15	
100	19.80	21.60	23.40	25.20	27.00	28.50	
75	20.08	21.90	23.73	25.55	27.38	28.85	
50	20.35	22.20	24.05	25.90	27.75	29.20	

29% Report Hikes in Mind for 1959, Although Highest Brackets Still Range Around \$5-\$6. \$2.50 an Hour Is Lowest Prevailing Charge.

THREE-FOURTHS of the respondents to a survey last month expressed expectations of a rise in shop volume this year from the 1958 level and nearly a third are planning on raising their labor charge rate.

Replies to a questionnaire mailed to 400 garage operators and 400 franchised dealers over the South and Southwest also revealed:

Shop volume was up for 1958 over 1957 for 50%, the same for 38% and down for 12%.

Unemployment in some areas shrank December shop dollars from the expected total.

Some car owners have balked at preventive maintenance and some have approved only absolutely necessary repairs.

Actually, 74% said they looked for higher shop volume in 1959, 19% anticipated the same business and seven per cent predicted a decline.

Twenty-nine per cent said they planned to raise the labor rate this year. Seventy-one per cent planned to hold the line. In some cases no increase was planned although the present rates had been effective "for years." A few raised their scale last year and planned further hikes this year.

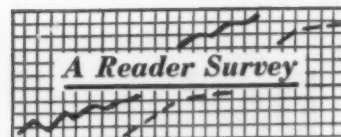
Generally, the lowest reported rate was \$2.50 an hour in scat-

tered cases. The top ranged between \$5 and \$6 for mechanical labor.

W. C. "Josh" Wilder, Nashville, Tenn., garageman, said his shop business was up 20% in 1958 and he expected a further rise of this amount this year.

"Quality workmanship" and "more respect for each other" by dealers and garage operators contributed to the improved condition, he said.

"The Independent Garage Owners of America should not be underestimated either," he commented. "Slowly but surely the better independents are gathering under



and around our insignia."

His mechanical rate of \$5 to \$6 was inaugurated last March 1 and he expected to raise it this year.

George Gilmore, Denton, Texas, garageman, planned no raise in his \$4 rate which became effective June 1957.

"I figure my business on net take-home pay," he said, "and in that case it's all down since January of 1956, due to, I think, the 50¢ dollar.

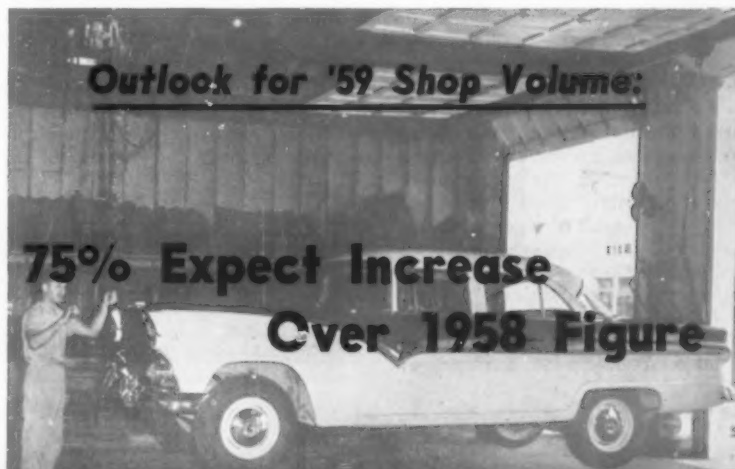
"By the time the average worker pays his taxes, rent, groceries, lights and payments that have all gone up, he has very little, if any, to repair the old bus—cash, that is—and that's the way I operate. So he goes to the car dealer, buys a new or better used car on time, no payment for 30-60-90 days and goes on by my shop."

A "Big Three" Baltimore, Md., dealer said he planned to step up his present \$3.50 labor rate. His shop business was up 15% last year and he looked for a similar rise this year. His shop was more active, he said, because "customers are holding on to old cars longer."

A small-town Arkansas garageman couldn't recall when his \$2.50 rate became effective, but he planned to lift it this year. His volume was the same in 1958 as '57 and he looked for no change in '59.

Another Arkansas garage operator found the shop business as above, but he contemplated no change in his \$3.50 rate which was set up last April 1.

A New Mexico Mercury-Edsel
(Continued on page 126)



Dealers Expect More Net in '59

By **BILL HERBERT**
Editor

FRANCHISED car dealers over the South and Southwest generally are expecting to wring out more net profit this year than last year in new-car sales.

Some showed an upturn in the quarter just ended but labor strikes mottled the picture for quite a few. Meanwhile, returns to a questionnaire mailed to 400 dealers showed a fairly uniform belief that spring should tell the net-profit story best, and a big majority showed they were looking for more net dollars.

Sixty-two per cent of the respondents reported additional net being realized in '59 deals than they had experienced with '58 models. The increases ranged from a few dollars per car to as high as \$200, and some dealers expressed confidence the trend would continue at least well into this new year.

Bad weather or other local conditions fogged the sales picture for some dealers who were not already handicapped by showrooms made bare—or almost bare—by the strikes which pounced on the industry in October and November.

Demands for the lower-priced units were described as brisk in many areas, while some dealers handling the highest-priced vehicles also reported good business.

To show how strikes can aggravate a condition, Carl Campbell of Carl Campbell Chevrolet, Marlow, Okla., reported his net profit down by ten per cent the final quarter and anticipated the year's end with a decline of 20%.

However, he managed to squeeze out \$20 additional net average per new-car deal over what he achieved with his '58 models.

A small-town Texas Buick dealer found his net profit down for the final quarter as well as for all of 1958, although he did manage to reap \$200 more per new-car deal on the '59s than on the '58s.

For many dealers in the last quarter it was a matter of having the right car for the right customer before he could obtain a somewhat equally desirable car from a competitor in the same community. Dealers often discounted the genuineness of their advance orders by customers who might be expected to become impatient and take delivery elsewhere.

An Alabama Buick dealer reported his net up 20% for the final quarter of 1958, but "due to

the strike we are unable to give a true picture as November deliveries this year were a backlog of 60 days' previous selling."

By cutting his overhead he managed to wind up the entire year's operation with the same net profit as for 1957. His '59 new-car sales were averaging a net profit increase of \$130 over '57 sales, and the outlook for profit in '59, he said, is "better" than 1958.

And while on the subject of Buick dealers, Davie Jones, the Buick-Pontiac dealer at Lamesa, Texas, reported net profit up 30% in the final quarter due to "better farm crops—the first good crops since '51." His net profit for 1958 whipped 1957's figure by 20%, attributable to the improved farming picture.

His firm was wringing out \$50 more per new car than was chalked up with the '57s, and '59 should beat '58 for profit, he said.

A Chevrolet-Oldsmobile dealer in southern Mississippi obviously was needing the \$200 extra per new unit sold in late '58 as his net profit for the year was down 50% from 1957. He received no cars in October and November due to GM's strike, he said. His operating profit was \$4,595 in '57 and it was \$6,012 in 1958.

As for the '59 outlook, profit should be "much better," he said.

A Missouri Chevrolet dealer realized \$80 additional per new-car sale than he did with his '58 models. His net profit for the final quarter of last year climbed

Per-deal net profit rises, but strikes prove a damper

20% ahead of '57's and he wound up the entire year of 1958 by running ten per cent ahead of the net realized for 1957.

M. E. McPhetridge reported that McPhetridge Motor Co. (Dodge-Plymouth), Weatherford, Okla., wound up 1958 with net profit 30% below 1957's. Prospects were "harder to trade with," he reported. He has not managed to step up his net from sales of '59's. Net profit in 1959 should be better, he said.

A small-town Arkansas Chevrolet dealer said his net was down 20% the final quarter of 1958 and declined 15% for the whole year from its 1957 level. Net profit for 1959 "does not look so good," he said. He has not managed to expand his net profit on '59 models from what he made off the '58 cars.

A small-town Mississippi Chevrolet dealer reported his net profit down 80% the final quarter and down 60% for all of 1958, but his net from '59-model sales was up \$50 from what he had realized on '58-model sales. This new year should see "better" profit developments, he said.

George W. Payne reported net profit for the last quarter the same as the last quarter of 1957 at Payne Chevrolet Co., Richland, Mo., but 1958 as a whole wound up around 40% lower than 1957, he said. He was unable to alter his net per new-car sale from the '58-model sales, but profit for this new year should be better, he added.

A West Virginia dealer reported net profit on new Chevrolets in his small community was down 20% in the final quarter and was lower by 25% for all of 1958. He was unable to increase net profit from sales of '59s from the earlier

(Continued on page 110)





A Southern Super-Salesman Asks:

Salesmen or Supermarket?

WILL the automobile dealership ever become a supermarket where everything is plainly priced and the customer comes in, picks out what he wants, pays his money and goes on his way rejoicing?

Some dealers might wish for such a utopia, but unless and until that day arrives the most important job facing the dealer and his sales manager is building a competent sales force.

With this fact in mind we asked one of the recognized experts in the sales field how to do it. He is John A. Williamson, one of the owners of Williamson-Wiley Pontiac Co., Birmingham, Ala., and owner of John Williamson Co., sales consultant for various automobile dealers. He was for many years a salesman and a sales manager of Drennen Motor Car Co., Birmingham.

"Like Rip Winkle we have slept through a revolution—that is a change from a sellers' market to a buyers' market," said Williamson. "We are in the era of the hard sell. Competition for the consumer's dollar is getting much keener.

An Alabamian who has been employed by major car factories to train their dealers' sales force throughout the nation suggests where salesmen may be found and what should be done once they are located.

By GEO. H. WATSON

Auto salesmen now must compete with plumbers, air conditioner and television salesmen, against travel agents with alluring trips to Europe, South America or California, or against a home builder with a two-bath, four-bedroom house only three blocks from an excellent new school.

"Under these circumstances the dealer must have, if he is to make money, a properly trained sales force—men who will not let deal after deal slip through their fingers. As go these deals, so goes gross profit to the dealership.

"In discussing the matter with

many dealers and sales managers the picture of the ideal man to hire as a salesman is about as follows:

"He will be between 25 and 40 years of age, he will be at least a high-school graduate and preferably have some college training and in many cases will be a college graduate. His record must be one of stability, reliability and integrity.

"Prior to hiring him, we would carefully question him about his health and financial circumstances. Most sales managers feel that a man burdened with debt would not make them a good salesman.

"This ideal salesman prospect must also have an acceptable appearance and should have no annoying mannerisms. It should be determined if his domestic situation is favorable and if possible his wife interviewed.

"After arriving at the type man to hire, our job is to find him. We can find such men in the following situations:

"1.—Unemployed and facing the threat of unemployment.

(Continued on page 92)

A Leader of Garagemen Says—

We Can Reduce Mechanic Shortage

By H. F. "Red" REAGIN

President, Independent Garage Owners of Georgia and First Vice-President of Independent Garage Owners of America, Atlanta, Ga.



How can more young people be attracted into automotive service?

This question is causing a great deal of concern among garage owners.

At present garagemen are forced to compete with factories for mechanics. These employers can take anyone with mechanical potential and put him to work immediately, perhaps on the simplest of operations. Once he starts this work, the mechanic is lost to garagemen completely.

What is needed is a dynamic training program that will interest young people in high schools. Several states have successful training programs, but all states should have them because the need for mechanics is great and getting greater. Presently, there are about 87 cars for every mechanic, and in the next few years the ratio will become even more one-sided.

Also, we need a program of training because of the increasing complexity of modern engines, which are becoming increasingly complex, with higher compression

ratios and more horsepower in a smaller space, making it necessary for mechanics to be more skilled.

In Georgia, as in many other states, the Independent Garage Owners of America is cooperating with school boards in setting up courses and providing facilities for training. These courses will include a definite number of hours devoted to various phases to show how really far-reaching the industry is, and a set minimum number of hours given over to technical subjects.

The time has come when we need men with better-rounded educational backgrounds. This training plan gives future mechanics a good opportunity to supplement and give meaning to their education.

A training program would give a young man a concrete idea of the pay he can expect. Too often a person just starting out creates an unfavorable impression because he asks for too much money. This way a schedule could be worked out showing what the wages of an apprentice would be after six months,

one, two, three or even four years. Such a scale would demonstrate that by sacrificing a little at the start, a young man would be able to do much better in years to come.

Such an arrangement would benefit the employer as well as employee. A garage owner often hires a young man as a helper on the basis of friendship. Later, when he finds that the man is not suitable for the work, he is reluctant to fire him because of their personal relations. But the longer the garage owner "carries" the man, the more money it will cost him. By making available records of accomplishment, aptitude and ability, a system of training will help employers to hire more effectively and on a more impersonal basis.

With the setup we are trying to develop, garage owners will be better able to present their case to the young people, giving them reasons why a career in our field is rewarding. For instance, we can better explain the satisfaction the mechanic can derive from his work because of the complete knowledge of engines he must have. It is certainly a challenging problem and one that a man can feel pride in having mastered.

Those of us interested in attracting more new blood into the industry and in raising the standards of the service field will continue our work toward more training programs.

Garagemen interested in contacting national headquarters of IGOA can address Executive Director Ralph H. James, Independent Garage Owners of America, 36½ North Lewis Ave., Tulsa 10, Okla.

The author has advanced steadily in prominence in national circles of garage owners. If usual procedure is followed, he will be elevated to the presidency of the Independent Garage Owners of America at the annual convention which is to be held June 24-27 at Denver, Colo.



Aluminum Engine Is Coming

THERE is a new concept near in automotive engines.

It will bring a well-known word more frequently to the lips of automotive people throughout the world.

This well-known metal, long used as the major and most important to the aircraft industry, has graduated into the ranks of automobiles—aluminum, used in body panels, wheels, transmission cases, mechanical accessories and, a near tomorrow, an all-aluminum engine.

It is good in this business, as others today, to remember the lessons of the past. However, the future beholds for the foresighted individual more points of interest than he can hardly remember of the past.

The aluminum engine will make it possible for the automotive engineer to change the automobile from the rear spring to the top of the hood. The aluminum engine will weigh approximately 30% less than its cast-iron counterpart. This will allow front suspension to be made lighter; less engine weight makes possible light mounting brackets, attaching points, etc., and ultimately a lighter car similar in size with less horsepower yet having equal performance with the presentday vehicle. The public's demand for economy is somewhat satisfied without sacrifice of comfort.

Let's take a closer look at the future engine under discussion behind the panels of the experimental staff of our industry. One draws the conclusion from industry publications that we are on a tangent that will materialize.

There are numerous phases of engine construction that interrelate, making this transformation possible. Aluminum will sand-cast or die-cast; consequently, where thick walls are needed, the engineer might prefer sand-casting. This could be done economically and backed by many years of experience.

On the other hand, where thin-wall castings are needed, the die-cast method could be used. Many automotive mechanical accessories on today's cars have passages, ports, openings, etc., that are cast to size in the die and no machining is necessary. The aluminum

Detroit rumors say you can expect an engine block made of aluminum to appear in some '60 models late this year. Here a Southerner who has long been interested in engineering trends brings you up-to-date on what is around the corner.



By FRANK A. JOHNSTON
Sales Manager
Birmingham Electric Battery Co.
Birmingham, Ala.

block will probably be cast-unitized with crankcase and pan and internal parts to be installed through detachable end or side plates.

Aluminum engines in America predate World War I. The past problem of cylinder liners, whether ferrous or chrome, has retarded their debut.

Many of America's mechanics will be surprised to hear or see that the aluminum engine of the '60's will not have a liner. I certainly was.

How can a piston operate in a cylinder of aluminum with steel or cast-iron rings and have prolonged life?

Recent tests have proved that aluminum-silicon alloys of 20 to 25% show remarkable wear and score resistance. This finding reentered the idea that aluminum engines are more possible than ever before.

Theoretically, the ring does not touch the cylinder wall while proper lubrication is in effect. The presence of an abradant or other foreign particle that penetrates the oil film causes wear, scoring, etc.

The aluminum block will bring

into use new methods of cylinder surface refinishing with new and different tools. Who knows? The cutting process might be worked with a few bacon drippings or its synthetic twin.

Presently, from the standpoint of the service market, the general theory of the engine will remain very close to the present engine. The mechanic will need to take advantage of the training offered him as soon as possible to pick up the professional tricks of the trade rather than make a few costly amateur mistakes trying to learn on his own.

There is much more to be said about the aluminum engine. It is interesting to automotive specialists to consider that aluminum dissipates heat much faster than cast iron. This feature of the engine requires smaller cooling apparatus.

Carburetion will take a new concept in theory and the fuel/air ratios of today will become obsolete. The warm-up period will be short.

It is worth mentioning in this early day that octane values will drop as auto ignition and detonation become lessened with this more efficient cooling engine.

Our chemical companies will find a new field to work in. The corrosion or rust inhibitors of today will not be applicable to our engine of tomorrow. The radiator specialist will find his torch, roll of solder and flux outdated when an all-aluminum radiator is and will most probably be used in conjunction with the aluminum engine. It is presently not feasible to consider that it would be possible to use an assortment of metals with this engine's coolant system. The decomposition of certain chemicals and metal properties would exist where more than one metal is to be used.

The engineer has to consider and coordinate with the petroleum industry the type of fuel needed. For example, a fuel containing bromide in its anti-knock blending would, under the right circumstances with moisture, cause hydro-bromic acid that would affect aluminum.

Economy will be as much as 30 to 40% better (weight, cooling, efficiency, etc.). Another major change can easily be a rear-engine

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In Selling Today He Sells Tomorrow

**This way of looking at business
has guided this Houston dealer
through his 32 years of service**

By RUEL McDANIEL

IN THIS day of too much "low-balling" and with fast-dealing prevalent, particularly in larger cities, it is refreshing to see a pioneer automobile dealer who abhors both selling methods and still makes money as a legitimate businessman.

Albert H. Berry, Jr., heads a concern that has been a continuous Dodge dealership since it was founded as Jackson Motor Co. in Mexia, Texas, back in 1914—the year Dodge was born. Later the dealership was moved to Houston, where Albert Berry became connected with it in 1926. In 1950 he acquired full ownership of Jackson Motor Co. and gradually changed the name to Albert Berry, Dodge and Plymouth dealer.

"It is considered outdated in some circles," said Berry, "but here we still think he profits most who serves the customer best. In these days of high-pressure and circus-like selling methods, it is easy to overlook the fact that, after all, unless we serve the customer to his satisfaction, he's not coming back. And no city is large enough to provide a continuous flow of new customers."

During 1957 the company sold 989 new car and truck units. To make these sales, it handled only 473 used vehicles. And this is an oblique explanation of the company's policy and method of operation.

"Actually we sometimes don't have enough used cars on our lot," Berry explained, "and find it necessary, occasionally, to go out and buy some units in order to give



Dodge-Plymouth Dealer Albert H. Berry (top) has been in the automobile business since 1926. At right above, Salesman Al Hillev introduces a new customer to Service Manager Carl McQueen. Good customer relations with the service department do much to assure repeat business.

customers a variety of choice."

However, the small number of used cars handled in relation to new-unit sales indicates a high percentage of cash sales rather than trade-ins; inducing the customer to keep his old car or sell it himself eliminates the trade-in problem and makes it unnecessary for the company to have to bid against sometimes ridiculous offers for used cars.

The company maintained a practice of posting prices on all new cars long before price-posting became practice by federal legislation Oct. 1. Berry thinks this pricing law is going to be a boon to the industry in the long run.

"It will take some of the mystery

and confusion out of the automobile business," he pointed out, "and we believe that most legitimate dealers agree that it is high time we had less confusion and more straight selling and above-board business practices."

When a prospective customer comes in and prices a new car, then asks what the company will allow him on his old car, the salesman first asks him if he doesn't really need a second family car and if so, the cheapest way to acquire one is to keep the one he has and make a cash deal for the new one. If the prospect fails to respond to that suggestion, the salesman points out that the company can

(Continued on page 94)



Koepp Chevrolet, Lavernia, Texas, recently moved into this new \$75,000, 140' by 84' building. The dealership has been in this town of 600 since 1929.

Last year, despite big-city competition, the Koepps sold 300 cars by keeping old customers and giving new ones friendly, unhurried, "small-town" service.

A Small-Town Dealer Meets Big Competition

By RUEL McDANIEL

IN LAVERNIA, Texas, a town of 600 people, there is an automobile dealership that sold 150 new cars and approximately the same number of used cars during 1958—one car sale for every two people in the community.

The dealership is Koepp Chevrolet Co., Inc., owned by O. E. Koepp and his son, O. E. Koepp, Jr. It has been a Chevrolet dealership in the same community since 1929. The elder Koepp recalls with a mild chuckle that at least six other dealerships have tried to get established in Lavernia during those 30 years. Koepp is the only dealership there now, and has been the only one for some time. The town seems to be too small for any dealer except the Koepps!

Practically every kind of honor offered by the manufacturer to dealers has been given the company. This includes the Quota Buster award and a "'58 Men of Action" plaque. It also holds a 30-year award from Magnolia Petroleum Co. and a similar award from The Goodyear Tire & Rubber Co.

Lavernia is less than 25 miles from downtown San Antonio. For a long time, city car salesmen considered the neighboring small towns a happy hunting ground—but not any more! The Koepps have done such an outstanding job of selling themselves and their cars to their neighbors that outsiders no

longer find many willing ears.

In fact, the Koepps have reversed the usual situation in the relation of city dealer and nearby small-town dealerships: they consistently get business from San Antonio—not on a price-appeal basis used by some city dealers to attract small-town car customers, but on the basis of personal service often typical of small-town merchants.

The company has no salesmen except the two owners. They go out to follow up leads, but they do not "beat the bushes" in the usual sense. They probably have the

highest "drop-in" sales percentage of any automobile dealership in Texas.

Yet they have none of the usual advertising media available to induce people to drop in. There is no radio station or even a weekly newspaper in Lavernia. The company utilizes the only advertising medium available — direct mail. Periodically, it sends form letters to its list of customers and prospects, featuring timely information on merchandise or service; and about twice a year it distributes a four-page folder publicizing the entire business to about 5,000 box holders and other individuals in the general area.

"We wait until we have something to say which we believe will interest a lot of people before we get up a mailing piece," said young Koepp. The last mailing in 1958, for example, featured the company's newly-completed building, erected at a cost of \$75,000 on the new bypass highway. The building is worthy of a town much larger.

(Continued on page 108)

Service department covers 120' by 60', employing eight men who are paid straight salaries. The Koepps credit the department with helping to push the business, since it has been a constant source of new-car sales.



Fast-Buck Salesmen Are Not for Us!

By **C. G. McKIMMIE**

President, McKimmie Motor Co., Inc. (Chrysler-Plymouth)
Richmond, Va.

WE HAVE witnessed in recent years an invasion in the automobile selling field of a type of salesman interested only in buying deals.

He is not interested in:

Giving demonstrations,

Selling the features and benefits of a product,

Making a profit for his company,

Building repeat business.

This type of price-cutting peddler, this one-shot "wheel-and-deal" renegade—interested only in his own immediate fast buck—is sabotaging the selling effort of capable and conscientious salesmen.

The good salesman who spends hours of his time locating prospects, demonstrating and selling, is being undermined by this type of salesman. His hard work is nullified by the price-cutter who steps in and makes a quick close with an over-allowance.

It is impossible for the good salesman to develop a deal and merchandise a car at a profit. It has become impossible for him to survive, to earn a living. He is being driven from the automobile

business.

The situation is disastrous. We dealers who have billions invested are making the mistake of trying to protect our investments with a ten-cent sales force.

We know that this peddler-type of salesman used by "wheel-and-deal" dealers reflects a mentality brought into the business in recent years. It is imperative for us to combat the situation by hiring only men with the character and caliber who can be developed into topnotch salesmen by capable management. Profitable and solid dealerships have always been founded on capable, hard-working men of integrity.

Good salesmen are hard to get. That is why we at McKimmie Motor Co. have adopted a training and pay plan fitted to the individual man. Each of our five sales personnel has a flat yearly salary, a guarantee that ranges from \$2,400 to \$6,000 a year which is charged against sales, with 20% on each new-car sale after wash-out regardless of amount.

A basic guarantee is essential in order that a man should not be harassed with worry providing the

daily necessities for his family. A minimum salary paid to a good man regardless of his up-and-down performance within a changing monthly economic situation relieves him of nagging concern for the note due on rent for his house, food for his children, family illness and other exigencies. If a good man that we have faith in does not make his quota in two months, it is written off as a loss. His monthly minimum is not charged against him.

When we say we fit the pay plan to the man, we are saying that we recognize that individuals vary in personality and have different techniques in approaching and handling sales. Some see many people, some see few. Our management works closely with each man, knows the personality and ability of each man and sets a monthly quota for that man on what the manager believes he is capable of producing.

We first determine from a realistic study of economic trends locally what our quota of new-car sales for the entire company should be for a period. Then we break it down giving each man the quota he is most likely to meet. Generally our men double their basic annual wage; our salesman with a \$2,400 basic salary comes out with yearly earnings of approximately \$5,000; the man with \$3,600 can anticipate above \$7,000. The man with a \$6,000 guarantee may not of the moment earn in excess of \$10,000.

Our sales manager works closely with his personnel. They review together number of contacts made, development and progress of each contact, number of appraisals, status of each contact,

(Continued on page 90)

Sales Manager M. Noel Pollard (right) works closely with salesmen to learn their daily calls and contacts with new-car prospects of this dealership.



The author has become prominent while on Chrysler Division's council.



We Train Up Our Mechanics

Keeping your mechanics abreast of technical changes today has become the job for management. Here is what one shop is doing.

By **WALTER M. BAKER**

President, Baker Motor Service, Inc.
Rockville, Md.

THANKS to the three W's of our new mechanics' training course ("what," "where" and "why" each repair is being carried out), our men have gained gratifyingly in skill, in time it takes to diagnose and carry out a repair, and have thus increased their daily production.

Better teamwork, better coordination of jobs among the men and a tighter-knit organization have resulted.

Every garage operator and dealer know the vast changes that have taken place in the automobile in the last three years. The difference in compression ratios, manifolds, the greater heat generated by bigger engines, the increased number of accessories requiring more electrical energy, the relocation of wires and new front-end suspensions have brought an entirely new set of problems calling for new techniques that make even old-timers with years and years of automotive maintenance experience apprentices.

Most of us are only too aware of the great gap that lies between the sources that originate engineering and technical change and the failure of everyday practice at our level to meet the challenge in maintenance knowhow. In the rapid evolution of today's engine, change has taken place too fast and information got buried or did not filter down to us fast enough. It has become difficult keeping up, and lack of current knowhow and skill began appearing.

The purpose of our training school is to combat the lack of skill that has become only too common in the shop today. Our objective is to review basic theory and apply it to the actual functions of the automobile as they are met at the



Top: President Baker calls on a mechanic to explain the function of the distributor and ignition coil after he has taught and reviewed for the class on the blackboard the diagrams showing wiring circuits of a car. **Above:** The electrical system is being checked in a visual inspection.

workbench. We are going to bring our mechanics up-to-date and keep them up-to-date as we trace the stages and emergence of the current engine.

We invited our 12 mechanics and, at no cost to outsiders, asked other shop-employed mechanics to join us. Since this was January and ignition, battery and generator troubles were most pressing, we opened with this subject. For that first Thursday session from 7:30 to 10 p.m. we got a four by eight piece

of masonite, painted it with blackboard paint and prepared ourselves with a set of colored chalk for drawing diagrams of the different circuits.

Our first topic was magnetic fields, and we started with the fundamentals of electricity, even though our own staff was made up of men past their high-school courses in physics and some who had not had the opportunity of getting that far. We all profited.

We reviewed the simple demon-



The service manager disassembles a generator and voltage regulator at the bench, thus tying in actual practice with the theory he has taught.

stration of placing filings from the drum lathe on a piece of paper and watching what happened when a magnet was applied.

We showed how the principle applied in diagramming poles of a generator on the blackboard. We showed how a loop of wire turning in a magnetic field would induce current and similarly an armature rotating in a magnetic field of a generator generated current.

Removing the generators from a couple of cars we had brought in-

to our shop classroom, we opened them and explained the function of an armature. Teams of six men to a car worked cooperatively.

We closed that evening stressing what to look for in a visual inspection of a generator functioning improperly:

Were the brushes short?

Bearings worn and generator greasy?

Fan belt worn?

Connections in good condition?

The next two-and-a-half-hour

Reading material is distributed as assignments are made for home study and in the preparation for next week's class at the Baker Motor Service.



session the following week stretched to almost three hours as we took up regulators and circuits. In those first weeks when we were feeling our way, it was like going up a tree from the trunk to the different branches as we moved from one topic to the next.

From regulators we went on to starters, ignition and circuits, showing how resistance in a circuit caused voltage drop.

In our session on distributors we went through the simple procedure of drawing a circle of 360° , cutting the circle in half, then in quarters, showing the differences in 180° and 90° and what this meant in turning a crankshaft a complete revolution of 360° and a valve remained open 160° .

From distributors and circuits we were led into the timing of engines as we discussed the fundamentals of the four-cycle engine.

Begins with Mower Engine

Engines became our next topic and we started with demonstrations in the one-cylinder engine of the lawn mower. From the single-cylinder we went to the multi-cylinder engine and had the heads off a V-8 engine.

During discussions we constantly paralleled theory with practice, moved back and forth from practice to theory, theory to practice, taking in each session an assortment of jobs the men had met in the shop on generators, distributors, regulators and circuits, working out diagnosis in voltage drop and procedure for correcting the trouble.

Ahead of us we mapped out sessions in fuels and carburetors, tune-ups, brakes, front-end, steering and shock absorbers, cooling systems, exhaust systems, body and fender work, a general session on machine-shop practices, including welding, brazing, fitting bushings, etc., and automatic transmissions.

From the interest and stimulation that topics created in class, we foresee the need for more sessions per topic than planned, with a subsequent extension of course time to about four years.

The problem of setting up a school of this kind will pose a few questions for any dealer or shop operator as it did for us.

Where do we start?

Is the boss well enough equipped in automotive maintenance to teach?

Even if he is thoroughly grounded in his material, does he know how to channel it along to his stu-

(Continued on page 100)



A canopy has been erected over this equipment for use during the winter.

Frame Straightener Aids Volume

By C. Thomas

INSTALLING a frame-straightening machine has greatly aided Roy's Automotive in Las Cruces, N. M., to do an annual volume of \$100,000 with the nine men employed.

Since this installation, said the owner, Roy Gallagher, the four metal men, two spraymen, two preparation men and one front-end man at this paint and body shop have been able to turn out more work in less time. And, he added, there is more revenue from the frame straightening, plus extra profit picked up from front-end alignments.

Front-end alignment work was the reason for this shop's incorporating wheel balancing as part of its service, which enhances the net profit picture.

Upon going over the job tickets for the past six months, Gallagher found that his jobs averaged out at \$242. The shop's jobs run from \$75 to \$1,350.

In soliciting work, he has found that doing his own frame straightening is a strong selling feature. Even on insurance jobs, where price is a prime factor, the motorist has a strong voice in who will do the work. Knowing that this shop's estimate includes checking the frame and truing it up as it was originally—if it needs truing up—many owners have insisted their work be done here. Furthermore, the majority of insurance adjusters

have favored this extra service.

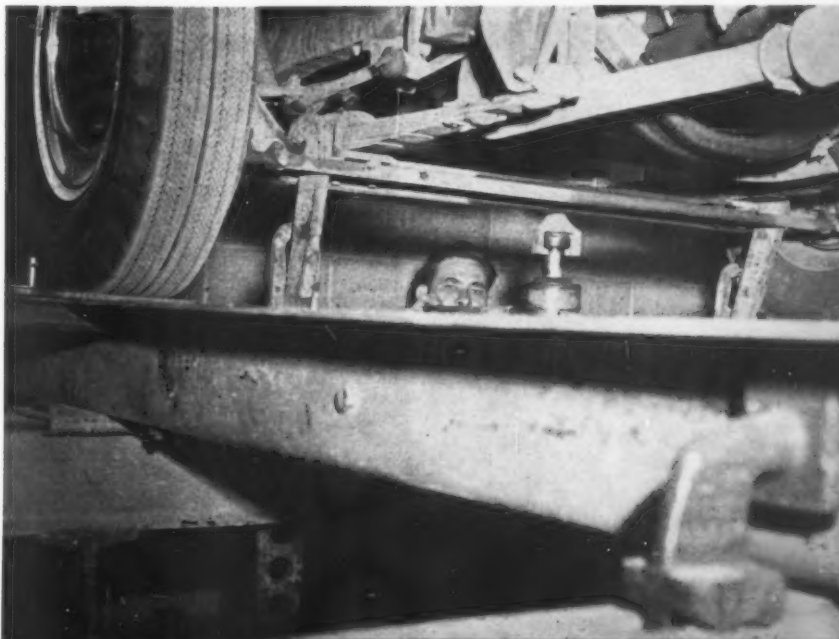
Since installing the frame-straightening machine, it has been found that just about 80% of all wreck jobs need some frame straightening. Often it is impossible to detect the need with the naked eye. A check on the machine brings

it to light with quick detection.

Prior to the installation, Gallagher either had to farm out the major frame-straightening work (the responsibility and the cost of transporting it to and from were his) or tackle it, as he did the minor ones, with brute manpower and hydraulic jacks.

Brute manpower, combined with hydraulic jacks, was the longer

The front-end mechanic is straightening an axle which an alignment check showed out. Setup is positive to give right wheel more camber.





way around, and there was an element of danger to the workmen involved unless they exercised caution. Of course, a frame machine's cost far exceeds that of hydraulic jacks.

The machine saves 50% of the time, gets the work out faster and doesn't tie up the working area for overlong periods, this shop operator said.

As we were gathering material for this article, a car in for rebuilding had a slightly bent front cross member to which the bumper would be fastened. It might have been heated and pounded out straight enough to get by. Again, maybe there would have been a noisy bumper up front and a come-back.

It took an hour on the frame machine to turn out a perfect job. The charge of \$20 showed a nice profit.

Frame work is charged by the number of setups involved. On major wrecks, frame straightening runs from \$80 to \$100.

With the machine, Gallagher has added alignment jobs to his services. On an average he does three a day. For small cars the alignment charge is \$7.50; for the larger ones, \$9. He has turned out as many as eight alignment jobs in one day.

With this machine, this shop's reputation for turning out quality jobs has traveled so fast that it is currently getting major jobs from towns as far distant as 60 miles.

Because he has the tool, Gallagher doesn't hang it on his customers. In many instances he is able to save them actual dollars.

It is not uncommon for wrecked cars to have bent rear axle housings. When they are not too badly bent, these mechanics can straighten them with the frame machine for \$20 to \$25. Replacing them with new would cost the motorist \$50 to

(Continued on page 80)

Top: Carl Smith noted this frame looked suspiciously out and it would have to be checked on the straightening machine. A \$20 charge would result from correcting this front member.

Center: After road-testing this car prior to delivery Roy Gallagher (in plaid shirt) brought it back for his mechanic to check why it pulled to one side at high speed.

Left: Here the front-end man balances the wheels. Incidentally, this car has an \$85 baked-enamel paint job done at Roy's. Lacquer jobs start at \$175.

There's a Big IF in 1959 Car Sales

By **BARON CREAGER**
Southwestern Editor

NINETEEN fifty-nine should be a big year for the new-car market in America "if the people really want to buy," in the opinion of David D. Steere of Dallas, Texas, new president of the American Finance Conference.

That is an association of about 330 finance companies operating 900 sales finance offices here, in Canada and abroad. Slightly more than 75% of the volume of these companies is in automobile paper.

In Dallas, Steere is chairman of the board of Allied Finance Co., which began business in 1939 with \$500,000 in capital funds and six employees, now reports in excess of \$10,000,000 capital funds and 275 employees.

"We have noted various forecasts of new-car units to be built in 1959," Steere said in an interview. "These forecasts range from 5, through 5½ to 5¾ millions. I have nothing different to offer and we believe, generally, that the sales picture should brighten considerably.

"The last big year in car sales was 1955. All contracts entered into in that year are now paid out, so there is no question about it: the public is in financial position to buy.

"There is only one question. Does the public want to buy? It seems to me the final fate of the '59 market hinges on a public whim. Does the public want to buy? That is the big if.

"Otherwise, the market looks like a natural for a rebound in '59. Normal scrappage is about 4½ millions. So the manufacturers will actually be working on a backlog and our intuitional thinking is that, if anything, they are conservative in their published forecasts of pro-



David D. Steere of Dallas, Texas, the new president of the American Finance Conference (an association of about 330 finance companies in this country, Canada and abroad), points to a chart showing the sharp growth of Allied Finance Co., of which he is the board chairman.

duction.

"Our information is that good used cars are almost non-existent now. Dealers tell us they simply cannot buy acceptable used cars."

Steere had called in several members of his staff for a mental recording of his statements. Now he asked for their reactions. There was general agreement, with two exceptions.

One staff member thinks it will be a big year for automotive wholesalers, independent garages and dealer shops. He believes large numbers of car owners will continue patching up the old model as long as possible, stalling off the scrap point.

Another staff member said he had sensed a change in sentiment since new models made their appearance. Right after new models appeared there was considerable optimism, he said. Since then, such optimism has declined.

Nevertheless, Steere did not swerve from his opinion that one factor — the public whim — can make '59 another big new-car year.

"That's the biggest if in the picture," he reiterated. "If the public wants to buy. By all other measurements, the time is ripe for another big year."

Steere is also chairman of the board of the Republic Insurance

Co., which launched Allied Finance Co. in 1939. His only other business interest is the Ferguson-Steere Motor Co., which he operates with his brother Bruce, also an Allied Finance staff man. Ferguson-Steere Motor Co. is a transport concern that headquarters in Dallas and specializes in moving refinery products to bulk dealers. David Steere is vice-president and director.

He was born in Evanston, Ill., on Dec. 10, 1913, and the family moved to Cleveland, Ohio, when he was nine years old. After five years there the family turned east to Bronxville, N. Y., and David was sent to prep school.

In 1937 he graduated from Yale and, two years later, from the Harvard School of Business. In the same year, 1939, he moved to Dallas to become a part of Allied Finance Co. and help propel that institution on its meteoric rise in the finance field.

He was elected to the presidency of American Finance Conference at the November convention in Chicago. He had previously been a vice-president for three years and had also served on various committees.

Allied Finance Co. operates largely in Texas and Louisiana, but will expand southeastward into Tennessee and Georgia in 1959, said Steere. At least a dozen and possibly more branches will be added by the firm next year.

A Finance Expert "Crystal Gazes" for You



SOUTHERN JOBBERS and FACTORY MEN

We Spur Interest in Mechanic Training

By W. T. GRISSOM

Grissom Motor Parts Co.
Marion, Va.

DURING the last several months several fine articles have appeared in SOUTHERN AUTOMOTIVE JOURNAL about the mechanic shortage. These articles bear out the fact that there is a real shortage of mechanics and many of the writers also express their beliefs as to why the shortage—but who is doing anything about it?

Last spring we had a heart-warming experience in our shop and one which I believe is worth passing on. We learned that our high school science class was studying internal combustion engines, so we invited them to make a tour through our shop. They accepted very gratefully and attended in three classes of ninth-grade students.

We had previously set up a few engines so they could see the moving parts—some in the process of being assembled and one engine which was completely assembled with carburetor, distributor, fuel pump and all accessories.

As we proceeded with the tour, frankly we expected the usual run of "wise cracks" from kids that age, but, honestly, you could have heard a pin drop.

Our shop foreman led the students through the shop and attempted to answer their questions, and, surprisingly enough, their questions were most intelligent.

We learned that some of the students had never seen under the hood of an automobile. These were mostly girls, but many of the boys

did not know the carburetor from the distributor. During the tour they learned a lot about what makes an engine "tick" and they also expressed a desire to have some sort of engine in their classroom so they could study the components.

This past summer our shop, in spare time, made a cut-away out of a Jeep engine and mounted it on a stand. It also had a crank so the moving parts would be visible when turned. We presented this

engine to our high school this fall and we have great hopes of the amount of interest it will stimulate.

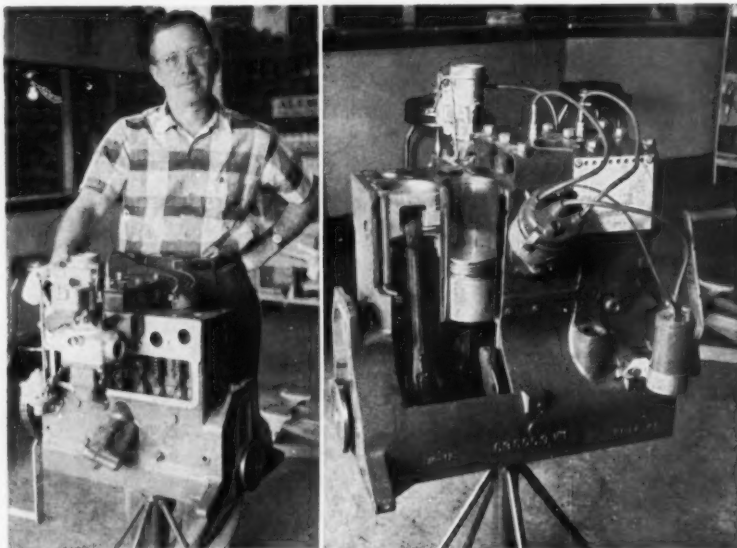
As yet it is too early to evaluate accurately what the results have been, but we have had many compliments from the students. One of the students has applied to us for a part-time job and is actually working for us under a student-learner program which the school has. We also plan to have the science classes visit us again this year.

This little plan, ever so small, will be the deciding factor, we believe, for at least a few of the kids in choosing the mechanical field.

I believe it would not take too much effort on the part of garagemen, dealers and jobbers alike to express a little interest in these young men.

The mechanical trade has been given a bad name by many mechanics who are not willing to learn what it takes to repair a modern automobile. I still believe the mechanical trade is a good one. They make more money than teachers do and are not burdened with the expense of a high education.

The author, a veteran shop-minded wholesaler, poses alongside the cut-away Jeep engine which his company donated to the Marion High School. A pupil can turn the crank and see how parts are functioning.





Officers and directors of Automotive Electric Association elected last month in Chicago are (l. to r.): front row, Tony Quint, Hammond, Ind.; W. E. Blank of The Electric Auto-Lite Co., Toledo, O., vice-president, manufacturers division; Gene P. Roberts, vice-president of the Carter Carburetor Corp., St. Louis, Mo., president; E. N. Robinson, Stewart-Warner Corp.; F. A. Crossman, Syracuse, N. Y., and A. H. Knorr, Detroit, secretary-treasurer; back row, J. Howard Reed, executive secretary; H. A. Stiefvater, Utica, N.

Y., vice-president, service distributors division; Gerald Rifkin, Sacramento, Calif.; M. F. Marsau, Sterling, Colo.; Paul A. Peck, Mobile Electric Garage, Mobile, Ala.; Carl S. Johnson, Automotive Electric Associates, Charlotte, N. C.; S. G. Puryear, 555, Inc., Little Rock, Ark.; T. H. Van Rensselaer, Los Angeles, vice-president, central distributors division, and E. R. Stroh, Holley Carburetor Co. Directors not shown are P. H. Neville, Leece-Neville Co., and R. S. Withers of the United Motors Service, Detroit, Mich.

AAR Picks Cherry For President

J. McEWEN Cherry of Nashville, Tenn., was elevated from first vice-president to president of Automotive Affiliated Representatives last month by a mail ballot, held for the first time in the history of the association.

The directors' meeting, usually held in early December (when elections are held), was changed to



President Cherry

Feb. 17 to coincide with the IASI Show and because the new year ushers in the 25th anniversary of the association.

Other officers are Harry G. Kitchin, Richmond, Ind., first vice-president; Harry C. Younger, Pasadena, Calif., second vice-president; H. P. DeGreen, Cleveland, O., treasurer; Lee A. Bergman, Chicago, secretary; J. Austin Elliott, Claude E. Sharp and W.

Frank Russell of Dallas, Texas, trustees.

Among regional directors chosen were Larry Kidd, Sr., Charlotte, N. C. (Virginia-Carolinas); J. T. "Tom" Clark, Atlanta, Ga. (Southeast); Earl F. Potter, Memphis, Tenn. (Mid-South); W. E. "Bill" Dorman, St. Louis, Mo.; Richard S. Hodges, Kansas City, Mo. (Heart of America), and Eric Hyden, Dallas, Texas (Southwest).

Cherry is president of The McEwen Cherry Co., which has been organized 32 years. He served in World War II and in the Korean conflict, and retired from Army service recently as a full colonel. He is past president of Booster Club B-44, a past president of the Nashville Chapter Reserve Officers Association and is now president of the Retired Officers Association, Nashville Chapter.

Ed L. Lee is the veteran executive secretary of AAR.

Replacement Field Split by UMS

UNITED Motors Service Division of General Motors has split its electrical-mechanical lines section of the marketing department into two group activities, naming Edward H. Calkins and Robert H. Wilkie marketing supervisor of electrical and mechanical lines, respectively.

Calkins joined GM in 1951 at Rochester Products Division, moving over to UMS in 1955. Wilkie has been with GM since 1946 when he joined the New Departure Division.

Regional Conferences Planned by AEA

REGIONAL conferences of Automotive Electric Association will be held at the President Hotel, Kansas City, Mo., Feb. 2, 3 and 4 and at the Biltmore Hotel, Atlanta, Ga., March 9, 10 and 11.

These conferences are designed to allow executives of manufacturer members to meet with their distributor accounts to discuss new-product information and other matters of mutual interest in the service industry.

Each day will be devoted to manufacturer-distributor general meetings and group conferences on sales and service problems. There will be special meetings and seminars on the following: making the shop pay, management and direction of sales force, increasing sales in the service-station market, dealer clinics for profit and education and profitable fleet sales programs.

A group luncheon will be given for AEA service distributor members. There will also be a reception for all attending distributors, sponsored by the various AEA manufacturers.

McClintock Appoints Jasper

S. M. McClintock of McClintock Sales Co., Dallas, has announced the appointment of Larry Jasper as district sales manager for East Texas and Louisiana. Jasper is no newcomer to the automotive field, and his addition to the staff makes six men now traveling the four Southwestern states.



Among officials attending the SAMA meeting in Atlanta last month were (l. to r.): seated, Harry F. Gee, Jr., of Atlanta; Frank G. McKenzie of Bluefield, W. Va., president, and John E. Colley of Atlanta, the general manager; standing, Charles H. "Chuck" Davis, John W. Rooney and Jesse F. Jones, Jr., who are the managers, respectively, of the Florida, Alabama and North Carolina wholesalers' associations.

New Southeast Association Formed; Atlanta Meeting Planned Sept. 27-29

SOUTHEASTERN Automotive Marketing Association, a non-profit association of wholesalers and co-operating representatives of after-market manufacturers, will debut at Atlanta's Biltmore Hotel Sept. 27-29, when its first convention will be held.

SAMA will supplant the 18-year-old Southeast Automotive Show, Inc., according to Frank G. McKenzie of Automotive Supply Co., Bluefield, W. Va., past president of SASI and ex-officio chairman of a steering committee appointed last July to formulate plans for the new organization.

Announced objectives of the new regional group will place major emphasis on wholesale functioning—free interchange of merchandising ideas, discussion of marketing problems pertinent to the Southeast, closer relations with suppliers and similar activities.

"For at least the first year (possibly for the first two years), there will be no attempt on part of SAMA to stage a regional show or booth conference," McKenzie said in a formal statement. "Ratification of a constitution and bylaws, together with election of a permanent board of directors and officers, is on the agenda for the September meeting.

"Ultimate success of SAMA already is assured through the support of the several state associations in the region — Alabama, Florida, Georgia, Kentucky, North

Carolina, South Carolina and Tennessee."

Tentative plans call for a nine-man board of directors, consisting of three wholesalers, three state association executive secretaries and three representatives of manufacturers.

Members of the steering committee which laid the groundwork for the new organization are: McKenzie, E. H. Brittain, Republic Gear Co., Atlanta; Harry F. Gee, Federal-Mogul Service, Atlanta; J. Matthew "Hot Shot" Nelson, Holston Auto Supply Co., Kingsport, Tenn.; Carl Kennedy, Motor Supply Co., Tuscaloosa, Ala.; C. H. "Chuck" Davis, executive secretary, Florida Automotive Wholesalers Association, and Jesse F. Jones, Jr., executive secretary, North Carolina Automotive Wholesalers Association.

Also in attendance at the December 18-19th meeting in Atlanta were L. W. Bell, Aaron & Bell Co., Atlanta; John E. Colley, general manager of the SASI, and John W. Rooney, executive secretary, Automotive Wholesalers' Association of Alabama.

Manufacturers and their representatives will be invited to participate in portions of the meeting which will be open to them. Tentatively it is planned to hold morning sessions closed to jobbers and afternoon session held jointly with the manufacturers. Additional details of the program are to be

announced as they are developed.

Wheatley of Grey-Rock Dies in Pennsylvania

JAMES A. Wheatley, Jr., sales manager of Grey-Rock Division of Raybestos-Manhattan, Inc., died Dec. 20 at Lancaster, Pa., after a four-day illness. (See photo at far right at bottom of opposite page.)

He was widely known in the replacement industry and had been associated with his company for the last 24 years, first as Chicago district manager and for the past ten years as sales manager. He was senior vice-president of National Standard Parts Association.

Five Southerners Join AAR Membership

FIVE new Southern members of the Automotive Affiliated Representatives and their respective group affiliations are:

Mid-South (Memphis, Tenn.)—Jim Rule Co. and Sullivan Sales Co.; St. Louis, Mo.—W. E. Scott Co.; Heart of America (Kansas City)—Earl and Murphy Co., and Southwest (Dallas, Texas)—Lawson-Abbott Co.

NWRA Picks Birt

New president of the National Wheel and Rim Association, Inc., is Warren A. Birt, Sr., president of Southeastern Wheel & Rim Co., Jacksonville, Fla.

Wayne E. Rapp (right), vice-president and wholesale sales manager of Walker Mfg. Co. of Racine, Wis., presents to Sam J. Carroll of Dallas, Texas, the company's Shattuck Trophy, awarded annually to the most outstanding district wholesale sales manager. Carroll started with Walker as a territory manager in 1947 and was appointed Dallas district manager in March 1957.



MEWA and NSPA to Become ASIA

Regional and State Groups to Be Represented on Board Following Marriage Set for Chicago

SUBJECT to membership approval and dissolution of predecessor groups, merger of Motor and Equipment Wholesalers Association and National Standard Parts Association was announced as a step nearer in the following news release dated Dec. 8:

"After 18 months of conferences and discussions by the committee of eight appointed by NSPA and MEWA to eliminate overlapping and duplicate effort and expense in automotive trade association activity, a constitution and bylaws creating a new association, as prepared by legal counsel representing both groups, has been approved by both organizations.

"The NSPA and MEWA boards of directors' approvals of the newly-created constitution and bylaws made it possible for the committee of eight to constitute themselves as the incorporators of the new corporation ASIA, and at the same time to designate 27 directors, divided 18 wholesaler and nine manufacturer director members.

"It was announced today that the incorporators of ASIA and the directors designated by the incorporators plan to hold the first membership meeting at Chicago in February 1959, prior to the Automotive Service Industries Show in that city [Feb. 18-21], during

which the 27 directors as designated by the incorporators would be introduced.

"Plans have been established by the incorporators, with the consent of NSPA and MEWA directors, to consider the dues-paid members of both associations as voting members of the new ASIA corporation, and it is contemplated that NSPA and MEWA will take the necessary action to dissolve their respective organizations.

"The boards of both MEWA and NSPA have agreed to make \$200,000 as capital funds available for use by ASIA, one-half from MEWA and one-half from NSPA, subject to such approval as might be required under the existing laws.

"The ASIA plans a policy of cooperation with strong existing state and regional wholesaler groups and encouraging the formation of other state groups. Ultimately, representation of the regional and state groups on the board of directors of ASIA will be approved.

"Eventually, other automotive associations which heretofore have not been part of the discussion will be considered for affiliation with ASIA.

"A sincere spirit of cooperation has prevailed for the past 18 months, during which the MEWA

and NSPA reorganization and unification committees have been perfecting the new plan for ASIA, the details of which will be announced more completely when the MEWA and NSPA charter members of ASIA hold their first meeting in Chicago in 1959."

The NSPA and MEWA conventions have been scheduled for Feb. 15-17 and one day or a portion of a day is expected to be devoted to the merger.

VCAWA to Meet March 25-26

The spring convention of the Virginias-Carolinas Automotive Wholesalers Association will be held March 25-26 at the Robert E. Lee Hotel in Winston-Salem, N. C., Ned E. Holland of Greenville, S. C., president, announced. J. A. "Skeeter" Richardson of Richmond, Va., is vice-president and Carl G. Sproles of Bluefield, W. Va., is secretary-treasurer. More than 50 firms in the four states compose the membership.

Bunting Bronze bar stock, standard stock bushings, electric motor bushings and sintered bronze bushings have been added by **Miller Bearings of Orlando, Inc.**, Orlando, Fla., **Frank P. Etheridge**, vice-president, announced.

(More Jobber News on page 128)

The merger announcement gave no hint of what role these four leaders would assume once the ASIA's birth is approved (l. to r.): B. W. "Whit" Ruark, general manager of MEWA; J. L. "Jack" Wiggins, executive vice-president of NSPA; J. A. "Jack" Bryant of Bowling

Green, Ky., and James A. Wheatley, Jr., sales manager of Grey-Rock Division. The latter two are vice-presidents of MEWA and NSPA, respectively, and under usual procedure would be elevated to the presidencies. Wheatley, though, succumbed in Pennsylvania Dec. 20.





SERVICE and MAINTENANCE

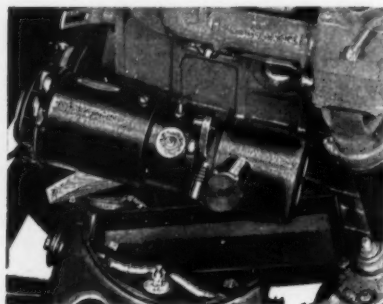


Fig. 1—Drain fluid from Chevrolet reservoir.

Chevy, Ford, Plymouth Power Steering Pumps

THE best power steering units won't give any "assist" unless we have adequate hydraulic pressure. To have such pressure the power steering pump must be properly maintained. Like all other units on today's cars, this is not done by the "rule of thumb" method. Specific procedures and tolerances must be adhered to.

The following covers the pumps used on Chevrolet, Ford and Plymouth cars.

Major service—Chevrolet reservoir and pump assembly:

Removal:

Note: Omit steps one and two on eight-cylinder models.

1.—Loosen generator to bracket retaining bolts and remove fan belt.

2.—Pull the generator all the way out from the engine.

3.—Place a container under the pump and disconnect the hydraulic lines from the pump, allowing the oil to drain out of the reservoir in-



By **E. M. LOWERY**
Technical Editor

to the container (Fig. 1).

4.—Remove the retaining bolts from the pump to generator and generator rear brace on eight-

cylinder models and remove the pump from the vehicle.

5.—Complete draining the remaining oil from the pump reservoir before disassembly.

Disassembly:

1.—Remove the one retaining bolt and sealing washer from pump reservoir to pump cover assembly (Fig. 2).

2.—Remove the reservoir from the pump assembly.

3.—Remove the oil filter spring retainer from the pump cover assembly.

4.—Remove the bolt and plate from the pump cover assembly.

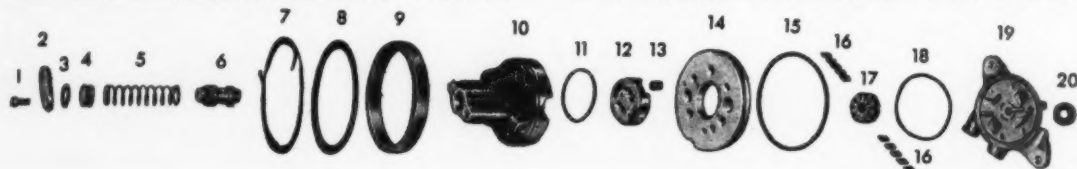
5.—Remove plug and "O" ring, flow spring and pressure relief valve assembly from the pump cover assembly.

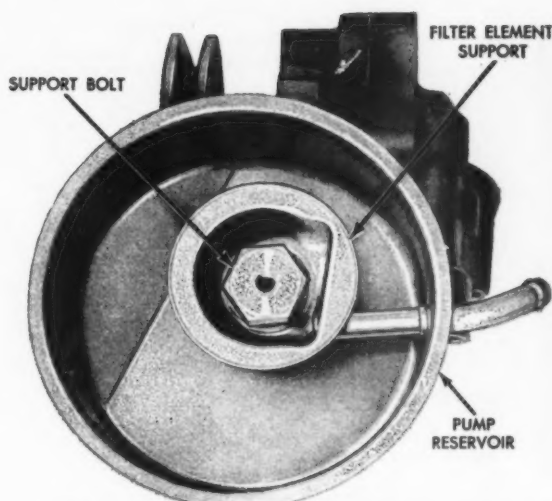
6.—Remove the three retaining bolts from the pump cover assembly.

7.—Remove the pump cover from the pump body assembly and remove the oil filter and retainer.

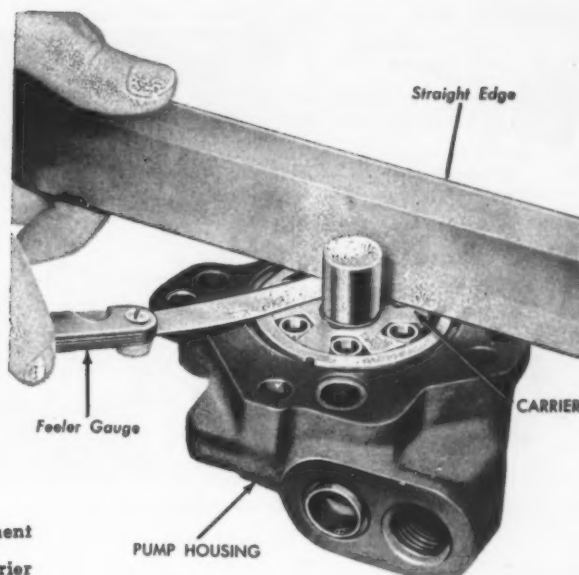
Fig. 2—Chevrolet hydraulic pump assembly. Numerals indicate: 1—cover plate bolt, 2—cover plate, 3—"O" ring, 4—plug, 5—flow control spring, 6—control valve assembly, 7—filter retainer spring, 8—filter retainer, 9—oil filter, 10—pump cover assembly, 11—pressure

plate seal, 12—pressure plate, 13—alignment sleeve, 14—cam ring, 15—reservoir seal, 16—rotor vanes, 17—pump rotor, 18—body seal, 19—pump body and connector assembly, 20—drive shaft seal. Because of power steering's growth, you may want to file this away.





Above: Fig. 3—Eight-cylinder Ford car filter element support bolt and support.



Right: Fig. 4—Checking end clearance of Ford carrier and rollers.

8.—Remove the cam rings, pump rotor and vanes.

9.—Remove the pressure plate from the pump cover assembly.

10.—Remove and discard the "O" rings from the pump cover, cam ring and pump body.

11.—Remove and discard the generator shaft oil seal from the pump body assembly.

Cleaning and inspection:

1.—Wash all parts in cleaning solvent and wipe dry with a lint-free cloth.

2.—Inspect the fit of vanes in rotor. Vanes must slide freely but snugly in slots. Tightness may be relieved by thorough cleaning or removal of irregularities.

3.—Inspect flat faces of pressure plate, cam ring, pump cover, rotor and pump body. These faces may be repaired by lapping until smooth and flat, after which all lapping compound must be thoroughly washed away.

Note: Any indication (regardless of how small) of wear on inner surfaces of cam ring indicates that this ring must be replaced.

4.—Inspect cylindrical surface of pressure relief control valve and check fit of pressure relief control

valve in pump cover. Slight irregularities may be corrected by polishing.

Assembly:

1.—Lubriplate and install new "O" rings in the pump cover, on the cam ring and in the pump body.

2.—Install the rotor and vanes on the pump body with wear pattern or beveled edge of vanes against cam ring inner diameter.

Note: Flat end of vanes must be placed closest to splined hole in rotor.

3.—Install the alignment sleeve in the cam ring and install the cam ring on the pump body.

Caution: The wider edge of the cam ring is the correct side to the pump body. Be certain to align bolt holes in the cam ring to pump body bolt holes. The rotor should be installed with the chamfered side of the splines toward the generator end of the pump.

4.—Install the pressure plate in the pump cover.

5.—Install the filter retainer and oil filter on the pump cover.

6.—Install the pump cover assembly and three retaining bolts to the pump body.

7.—Install the plunger and flow spring in the pump cover assembly.

8.—Install the plug and "O" ring assembly, cover plate and retainer bolt.

9.—Install the oil filter retainer spring in the pump cover.

10.—Install the reservoir, one retaining bolt and one sealing washer.

Note: The brass fitting seats are of the pressed type and are replaceable in the event of a fitting leak by tapping threads in the hole of the seat and then pulling the seat by using a bolt threaded into the tapped out seat and a flat washer and nut as an extractor.

11.—When installing new seats, align the seat in its bore and press it into place, using the correct hose or tube fitting as a pressing tool.

12.—Install pump on vehicle and fill and bleed system.

Major service—Ford reservoir and pump assembly:

Ford I-6 engine:

1.—With a suction gun, remove as much fluid as possible from the reservoir.

2.—Disconnect the two hoses at the reservoir and at the pump.

3.—If the reservoir is to be replaced, remove it from the fender apron.

4.—Loosen and remove the pump belt.

5.—Remove the pivot bolt and the adjusting bolt from the pump adjusting bracket, and lift out the pump and bracket.

Ford Y V-8 and Interceptor V-8 engines:

1.—With a suction gun remove

February: Chrysler Beam Changer

Headlamp service on '59 Chrysler Corp. cars next month will include aiming and adjusting the automatic beam changer and the electronic rear-view mirror offered on these new models.

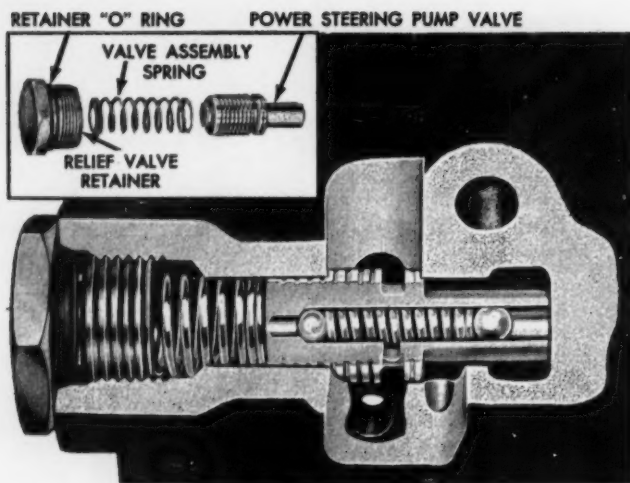


Fig. 5—Cutaway view of Ford pump.

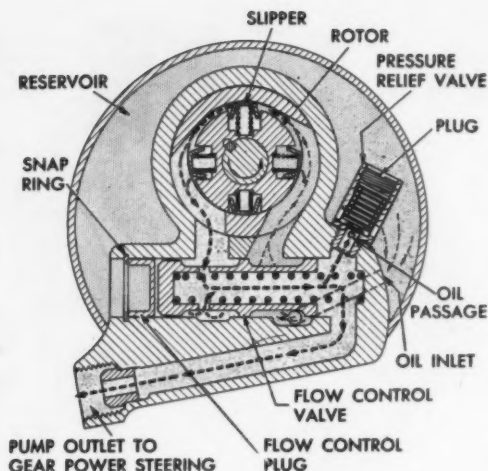


Fig. 6—Plymouth power steering pump.

as much fluid as possible from the reservoir.

2.—Disconnect the two hoses at the pump, and fasten them in a raised position to prevent fluid from draining out.

3.—Loosen and remove the pump belt.

4.—Remove the pivot bolt and the adjusting bolt, and lift out the pump, reservoir and bracket.

Pump disassembly:

Handle all parts very carefully to avoid nicks, burrs, scratches and dirt which could make the parts unfit for use.

1.—Drain as much of the remaining fluid as possible from the pump (and reservoir) and clamp the pump adjusting bracket in a vise.

2.—For pumps taken from Ford I-6 engines, remove the reservoir adapter from the pump housing. For all Interceptor V-8 and Ford Y V-8 engines, remove the reservoir cover and retaining nut assembly, and lift the fluid filter out of the reservoir.

Remove the filter element support bolt and the support (Fig. 3), and lift the reservoir off the pump.

3.—Remove the two orifice "O" rings from the top of the pump.

4.—Remove the pulley and the pulley key from the carrier shaft.

5.—Remove all bolts from the pump and separate the bracket, pump housing and housing cover. If the parts do not pull apart easily, tap them gently with a soft hammer to loosen them. Lift the cover vertically from the housing to prevent internal parts from falling out.

6.—Remove the "O" rings from the flow director and carrier in-

sert.

7.—Using a feeler gauge and a straightedge, check the end clearance of the carrier and the rollers in the pump housing (Fig. 4). If the carrier exceeds 0.0015", replace the worn parts. A damaged roller, carrier or insert should not be replaced by itself; these parts are serviced in a kit, and all parts of the kit should be used.

8.—Remove the six rollers, and then pull out the carrier and shaft very carefully to avoid damage to these parts or the oil seal. Remove the carrier insert only for replacement.

9.—Remove the carrier retaining ring from the shaft, slide the carrier off the shaft and remove the carrier shaft pin. Avoid scratching the shaft while removing the ring.

10.—Remove the relief valve retainer (Fig. 5) from the housing cover and remove the "O" ring from the retainer.

11.—Remove the valve assembly spring from the bore in the housing cover and slide the valve (Fig. 5) out of the bore. If the valve does not slide out easily, tap the cover with a soft hammer. Do not scratch or nick the valve when removing it from the cover.

Pump cleaning and inspection:

Wash all pump and reservoir parts in a cleaning solvent and wipe them dry with a lint-free cloth.

Inspect the pump housing and cover for wear caused by turning of the rollers and the carrier. Check the carrier shaft bushings in the housing and the cover for wear or scores. If the bushings show wear or damage, replace the hous-

ing and/or the cover.

Inspect the carrier, shaft and rollers for wear or any kind of damage. If there is wear or damage, replace the appropriate part(s). A damaged roller, carrier or insert should not be serviced alone; these parts are serviced in a kit, and all parts of the kit should be used. If the retaining ring on the carrier shaft is bent or broken, replace it.

Be sure the valve assembly and its bore are dry. Insert the valve in the housing, and check for free movement of the valve in the bore. Using crocus cloth, remove any burrs from the valve.

Inspect the carrier shaft seal in the pump housing for wear or damage. If there is wear or damage, carefully remove the seal with a punch, avoiding damage to the shaft bushing. Do not remove the seal except for replacement.

Carrier shaft seal replacement:

If the carrier seal was removed from the pump housing, install a new seal. Do not install the old seal.

1.—Coat the lip of a new seal with Lubriplate or an equivalent lubricant.

2.—Position the seal in the bore of the housing. The lip of the seal must face toward the pump housing carrier chamber.

3.—Press the seal into the housing until it seats firmly and evenly against the shoulder in the bore.

Pump assembly:

Before assembling the pump and reservoir, coat all parts with automatic transmission fluid type A.

1.—If the carrier and related parts seem to be in good condition, install the key, pulley, washer and

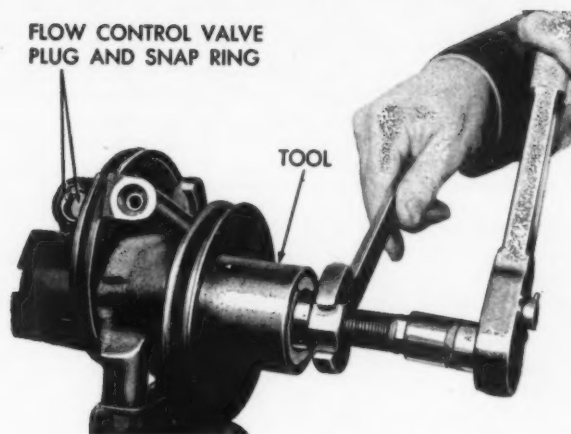


Fig. 7—Removing fan pulley with tool C-3615.

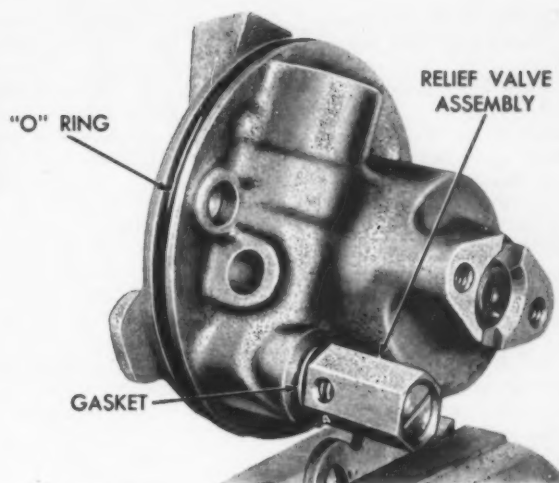


Fig. 8—Removing relief valve on Plymouth.

retaining bolt on the shaft. Install the retaining bolt finger-tight.

2.—To avoid damaging the oil seal in the housing cover, carefully insert the shaft (with pulley attached) through the housing, position the carrier shaft pin and slide the carrier onto the shaft. Install the retaining ring and the rollers.

3.—Remove the retaining bolt, washer, pulley and key from the carrier shaft. To avoid damage to the seal, be sure the shaft does not move back and forth in the housing.

4.—Position the valve assembly spring in the bore, install a new "O" ring on the pump valve retainer and install the retainer in the pump housing cover. Torque the retainer to 30 to 35 foot-pounds.

5.—Place a new "O" ring in the

groove around the insert in the pump housing and install a new flow director "O" ring in the face of the housing.

6.—Fasten the pump housing and cover together.

7.—Clamp the adjusting bracket in a vise and install the pump on the bracket. Torque all bolts to 20 to 25 foot-pounds.

8.—Install the key, pulley, washer and retaining bolt on the carrier shaft.

9.—Torque the pulley retaining bolt to 15 to 20 foot-pounds. The carrier shaft should turn freely when the bolt is properly tightened.

10.—Place new "O" rings in the grooves on the top of the pump housing.

11.—For Ford I-6 engine installations, install the reservoir adap-

ter and torque the nut to 30 to 35 foot-pounds. For Interceptor V-8 engine installations, hold the reservoir on the pump housing and install the reinforcement in the reservoir. The ears on the reinforcement should be facing upward over the outer hole in the reservoir.

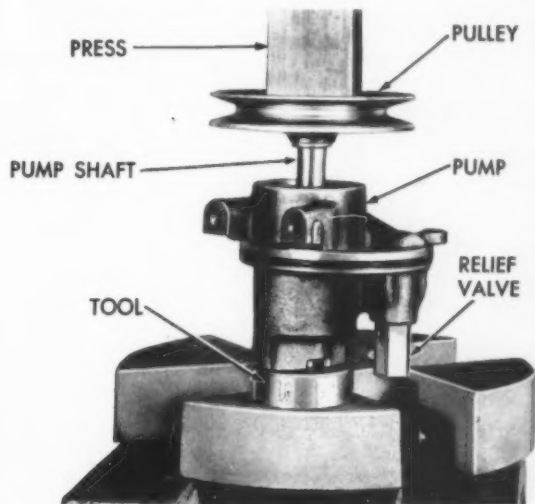
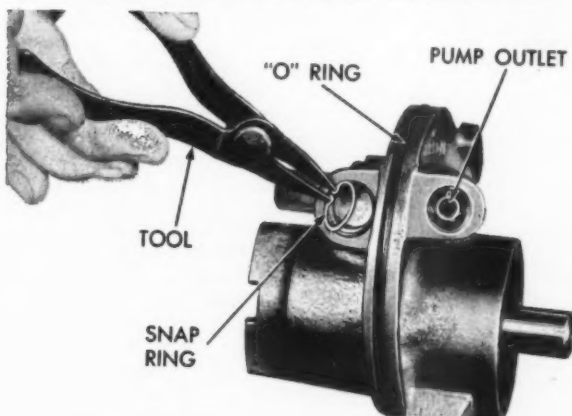
12.—Install the filter element support and bolt and tighten the bolt securely.

13.—Place the filter element on the support and install a new cover gasket around the inside of the cover. If necessary, install a new seal under the head of the retaining bolt.

14.—Install the cover and retaining bolt assembly on the reservoir and tighten the retaining bolt securely. Be sure that the cover is seated evenly and tightly around

Below: Fig. 9—Removing flow control valve snap ring.

Right: Fig. 10—Installing Plymouth pump pulley.



the edge of the reservoir.

Pump and fluid reservoir installation:

Ford I-6 engine:

1.—Position the pump and bracket in the engine compartment and install the adjusting bolt and the pivot bolt finger-tight.

2.—Position the pump belt and check the alignment of the crankshaft and pump pulleys. If the pulleys are not aligned, the pump may be incorrectly installed, or spacers may be necessary.

3.—Adjust the belt tension.

4.—If the reservoir was removed, position it and the mounting bracket on the fender and install the mounting bolts and nuts. Torque to 11 to 14 foot-pounds. Replace the cover gaskets.

5.—Connect the two lines at the pump and at the reservoir.

6.—Fill the reservoir with automatic transmission fluid type A to the full (F) mark on the dipstick.

7.—Start the engine and run it at idle speed for about two minutes to warm the fluid in the power steering system.

8.—After turning the steering wheel all the way to the left and right several times, check the system for fluid leaks.

9.—Increase the engine speed to about 1,000rpm, and turn the steering wheel all the way to the left and right several times.

10.—Stop the engine and check

the pump, reservoir and hose connections for fluid leaks. Correct the cause of any leaks.

11.—Check the fluid level and refill the reservoir, if necessary.

Ford Y V-8 and Interceptor V-8 engines:

1.—Position the pump, reservoir and bracket in the engine compartment and install the mounting bolts finger-tight.

2.—Position the pump belt and check the alignment of the crankshaft and pump pulleys. If the pulleys are not aligned, the pump may be incorrectly installed, or spacers may be necessary.

3.—Adjust belt tension.

4.—Connect the two hoses at the pump and the fluid reservoir.

5.—Fill the reservoir with automatic transmission fluid type A to a point $\frac{1}{2}$ " from the top.

6.—Start the engine and run it at idle speed for about two minutes to warm the fluid in the power steering system.

7.—After turning the steering wheel all the way to the left and right several times, check the system for leaks.

8.—Increase the engine speed to about 1,000rpm, and turn the steering wheel all the way to the left and right several times.

9.—Stop the engine and check the pump, reservoir and hose connections for fluid leaks. Correct the cause of any leaks.

10.—Check the fluid level and

refill the reservoir, if necessary.

Major service—Plymouth (slipper-type) pump and reservoir assembly:

The slipper-type power steering oil pump is a constant displacement pump, bracket-mounted to the engine water pump housing and belt-driven by the engine fan pulley.

Elimination of pulsation in oil flow is achieved by the cam surface of the pressed-in insert which evens out oil flow through the pump. Recirculation of oil from rotor outlet to rotor inlet results in a reduction of torque required to drive the pump and thus reduces the amount of engine horsepower necessary to drive the pump.

Operation:

In operation, the slippers, as shown in Fig. 6, push the oil through the pump. Continuous slipper contact is assured by the spring-loaded slippers against the eccentric inside diameter and by centrifugal action at higher speeds.

Valve Limits Flow

The amount of flow through the pump is limited by the flow control valve. As oil flows from the rotor outlet, it passes through orifices in the flow control valve on its way to the pump outlet and the power steering gear.

Flow through the orifice causes a pressure differential to exist across the valve from the closed end to the open end. The higher pressure oil outside the valve is exposed to the left end of the valve. The difference in pressure forces the flow control valve to the right a sufficient amount to cause the center valve land to expose the inlet port, allowing recirculation of oil from the rotor outlet back to the rotor inlet. This action takes place when oil flow reaches the allowed maximum of approximately two gallons per minute.

Maximum oil pressure in the unit is limited to 850 to 950psi by the pressure relief valve. When pressure in the unit reaches this amount, it overcomes the force of the spring on the relief valve, forcing the valve plunger off its seat and allowing the oil to flow through the opening around the plunger. Openings in the pressure relief valve body return the oil to the reservoir.

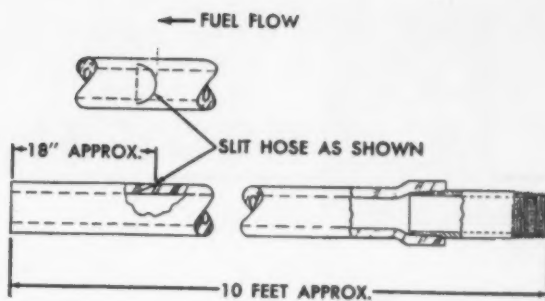
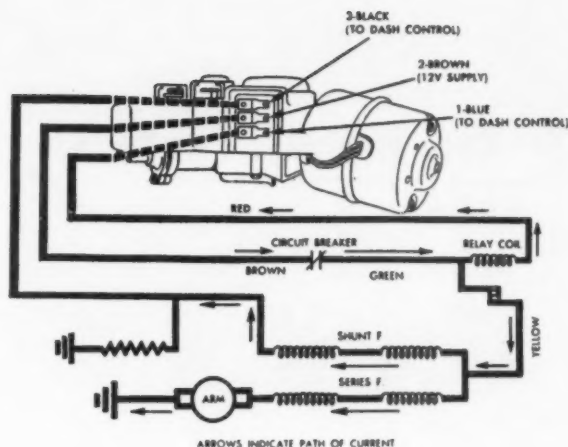
Removal:

Relieve tension and remove fan belt. Place a suitable container un-

(Continued on page 90)

"It's a delegation from the local women's club petitioning that you keep your shirt on."





Left: Fig. 1—Two-speed windshield wiper wiring on the 1959 Chevrolet.

Above: Fig. 2—Gasoline tank siphon hose as recommended for use on 1959 Chevrolet.

Servicing '59 Chevrolet Wipers and Washers

CHEVROLET Division has issued the following service bulletin on the 1959 Chevrolet passenger-car windshield wipers and washer:

Single-speed wiper:

The off-center type drive mechanism utilized for the wiper blades results in a condition where the blades could possibly be out of synchronization as much as $\frac{3}{4}$ " at some point in their travel arc. This condition is to be considered normal for this wiper installation.

Wiper blades should park approximately $1\frac{1}{4}$ " above the windshield reveal molding. To reposition wiper blades proceed as follows:

- 1.—Remove wiper arm and blade assemblies.
- 2.—Operate wiper motor for an instant, then shut it off.
- 3.—Check position of crank arm on wiper motor. Arm should be parallel with front of dash. If arm is not in the correct position repeat step 2, then recheck crank arm position.
- 4.—With crank arm positioned as in step 3, install blades approximately $1\frac{1}{4}$ " above windshield reveal moulding.

Two-speed wiper:

Hesitation of the blades, occurring at a point on the initial wipe stroke, is due to engagement of the drive mechanism. This condition is normal and will be present to some degree in all wiper assemblies.

Color identification for wires in the two-speed windshield wiper dash harness is shown incorrectly in the 1959 Passenger Car Shop Manual (Sect. 6—Figs. 26, 28 and 44) Fig. 1 above provides correct

color identification for wiper wiring and can be used to correct errors in the shop manual wiring diagrams mentioned above.

Windshield washers:

When installing the mounting bracket for the windshield washer plastic water bottle, junction block damage can occur unless the following precautions are observed by you:

- 1.—Either remove the junction block before drilling the mounting bracket holes in the dash panel or use a spacer to limit drill penetration to $\frac{1}{4}$ ".
- 2.—Use the $\frac{3}{8}$ " (#163210) screws (originally furnished in the washer package for spray nozzle attachment) in the lower mounting bracket positions. Use the $\frac{1}{2}$ " (#161895) screws to attach the spray nozzles.

'59 Chevy's Gas Gauge Has Fast Action

CHEVROLET Division has issued the following service bulletin on the 1959 passenger-car fuel tank and gauge:

Rapid movement of the fuel gauge needle from "Full" to " $\frac{3}{4}$ Full" is a characteristic of the 1959 passenger-car fuel gauge. Replacing either the tank sending unit or instrument panel fuel gauge will not change this condition.

Elimination of the drain plug on 1959 passenger-car fuel tanks makes it necessary to siphon fuel from the tank if draining becomes necessary. The following fuel siphoning procedure is recommended for these tanks:

1. Obtain an eight-to-ten-foot hose and cut a flap-type slit 18" from one end (see Fig. 2).

Note: Hose with a larger than

$\frac{3}{8}$ " ID is not recommended as it is quite difficult to create and maintain a siphon, using this method, with the larger hose.

2.—Insert a small pipe nipple (at least $\frac{1}{8}$ " larger OD than hose ID) into opposite end of hose from slit to help submerge tank end of hose in fuel.

3.—Lift or jack rear of vehicle so that gasoline tank is at least one foot higher than normal.

4.—Insert nipple end of siphon hose assembly into fuel tank with the natural curl of the hose turned down. The pipe nipple striking bottom of tank will indicate a properly submerged hose.

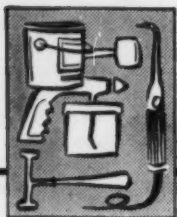
5.—With opposite end of hose in a suitable container, insert an air pressure line nozzle in the flap-type slit and trigger the flow of fuel.

Carter Service School Graduates 5,532

CARTER Carburetor Division's field extension program of its 25-year-old service school graduated 5,532 specialists in automotive fuel systems last year, a 144% increase over the previous year, according to V. F. Thompson, Carter service manager.

Known as the Power Center Training Program, the extension course was inaugurated in November 1957. During the past school year classes for the eight-week course were held in 48 states and several Canadian cities.

According to Thompson, the course is more intensive than before and concentrates on those areas found to be of greatest practical value to repairmen. He added that an even greater increase in enrollment is expected in 1959.



BODY SHOP OPERATIONS

Making 'Em Like New

WE CAN'T leave anything undone if we want to make the "old" ones and the "damaged" ones look like new. It doesn't take too much of a bump to cause frame and/or body misalignment.

So, it is a good idea to check the frame alignment before attempting to align the body. After that has been done, we should rough out badly damaged areas before taking measurements for squaring up a body.

Remove glass to prevent breakage. In severe cases, reinforcement brackets and other inner construction may have to be removed or cut to permit restoration of the outer shell and pillars without excessive strain on the parts. Straighten, install and secure all such parts in place before attempting to align the body.

In cases of severe or sharp bends, it may be necessary to use heat. Any attempt to cold-straighten a severely bent bracket may

By **E. M. LOWERY**
Technical Editor

cause ruptures of the welds (if any) and may also cause cracks in the bent part. Never heat the area more than a dull red.

Checking body for misalignment:

To align or square up a body, take two opposite diagonal measurements between the front, center, or rear pillars. Refer to Fig. 1 for typical measuring points. Use a measuring tram for these measurements. Take the measurements between reference points such as crease lines or weld joints which are diagonally opposite each other on the two pillars being measured. Since all measurements should be made from the bare metal, remove all interior trim from the checking points.

In some cases it is difficult to obtain proper body alignment

when repairing a body that is damaged on both sides. In these cases, horizontal and vertical measurements can be taken from a body of the same model and body style. Once these basic dimensions are taken and established on the damaged body, alignment can be made by diagonal measurements taken from the measuring points on the two pillars.

When two opposite diagonal measurements are not the same, the body should be forced in the direction of the short diagonal. The distance to force that part of the body will be a little more than one-half the difference in the two diagonals to compensate for "spring-back."

Do not attempt to correct any serious misalignment with one jacking operation. This is particularly true if other sections of the body also require aligning. Align each section proportionately until the proper dimensions are obtained.

Door openings are checked in the same manner as the body. Horizontal, vertical and diagonal checking points are established on all four sides of the door opening that is being measured.

Quarter panel repair:

With proper equipment, an experienced body repair man can repair a damaged area in a quarter panel by one of three methods: first, repair and use the original panel; second, cut out the damaged area and replace with a section of a repair panel, or, third, replace the complete quarter panel.

Service panels:

In cases where only a portion of the quarter panel requires replacement, a section of a service quarter panel may be used. Complete service quarter panels are available if the area is damaged to the extent that a complete panel replacement is necessary (Figs. 2 and 3).

Fig. 1—Typical body-measuring points.

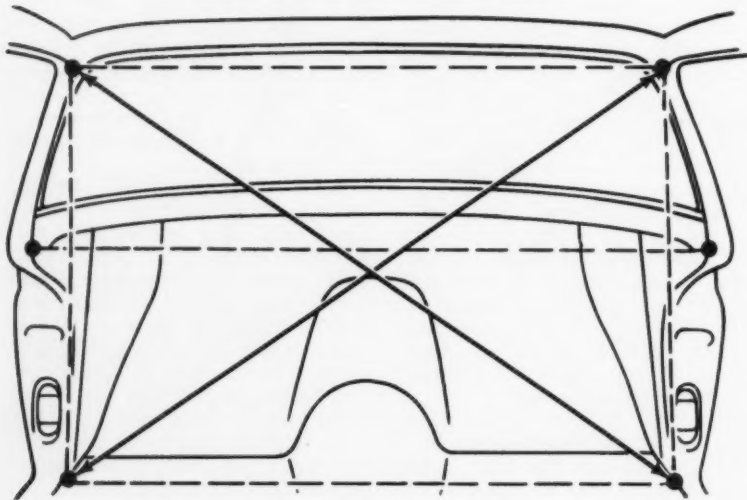




Fig. 2—Damage here required a complete new quarter panel (below).

Panel repair procedure:

The following procedure is one of several methods that can be used for cutting out and replacing a portion of the quarter panel. Although this procedure is used here for quarter panel repairs, it can be applied to other sections of the body as well.

Rough out and shape as much of the damaged area as possible. Measure the piece of metal to be cut out. This measurement should be taken from a definite point, such as a molding or bead.

Make the corresponding measurements on the service panel. Be sure measurements are taken from the same points. Scribe a line around the area to be cut from the service panel (preferably straight-line cuts).

Drill a $\frac{1}{4}$ " hole at any one corner of the scribed line as a starting point for cutting. Use a suitable cutting tool and cut the new piece out along the scribed line.

Straighten the edge of the piece that was cut out and position it over the damaged area as a template. Secure the cut-out section of the service panel over the damaged area of the body and scribe a line around the panel. Cut out the damaged area.

If the piece to be replaced is at the pillar post or at any point where the panel is spot-welded to other parts of the body, such as the body side reinforcement lower edge or wheel-housing assembly, the damaged piece should be split at the weld, if possible. To split a spot-weld, drive a sharp chisel between the two pieces of metal

at the weld. In difficult cases, a spot-weld may be split by drilling a $\frac{1}{4}$ " hole into the center of the weld.

Straighten the cut edge of the panel. Fit the service panel portion into the cut-out area in the body panel. Be sure that the two panels do not overlap. Tack-weld at intervals, then make a continuous weld around the two pieces. Weld about six inches at a time. Stagger the welds to prevent excessive distortion.

Hammer the weld below the contours of the surface not more than $\frac{1}{16}$ " with a grooving dolly.

Metal-finish the repaired area and file it smooth, taking care to produce the correct contour.

Grind welded area clean, and tin.

Fill in with solder, taking care that sufficient solder is applied so that the final metal finish will not have indentations.

Metal-finish the panel to prepare it for painting.

When estimating the cost of repair, the estimator should consider the condition of the finish of the vehicle which was not damaged. If the finish shows age or discoloration, a complete over-all paint job should be recommended (Figs. 4 & 5).

Paint problems and abnormal conditions can be varied, any of which may be corrected by certain repair procedures as outlined.

Paint refinishing:

Blistering. Blistering is the formation of bubbles or pin points on the surface of the finished work. Unless inspected by a magnifying glass, this condition is very hard to identify.

In some instances, this complaint may be confused with dirt in the paint. To verify this condition, prick the suspected areas and note whether a hole exists under the bubble. This condition is caused by rust, moisture, or oil between the coats, metal not properly cleaned, or uneven temperatures between the metal and the paint being sprayed. Use repair procedure 1 (as outlined later).

Bronzing. Bronzing is a type of film cast over the original paint, reflecting in a bronze effect. Use repair procedure 3.

Chalking. Chalking is evidenced by the formation of a white or gray film on the paint surface. Use repair procedure 3.

Checking. "Line checking" has

Fig. 3—Setting the new quarter panel in place.





Fig. 4—Profits can be increased by selling a complete paint job where a considerable amount of metal work

has to be done in the shop. This illustrates how an entire car is being prepared for a thorough spray job.

the appearance of thin, straight lines criss-crossing each other. These lines may be from one-half inch to four inches, or longer, increasing in length as the finish ages.

Chipping and stone bruises. Chipping occurs when the surface of the finish coat of paint has been broken by a sharp blow and small particles of paint have flaked off. Frequently stone bruises result in chipping. Use repair procedure 2.

Color change. This may be identified by one panel changing color more quickly than another panel and is usually due to repainting of individual panels in repair. Use repair procedure 2.

Cracking. Cracking is evidenced by the paint curling. Frequently cracking starts at the edge of a panel. This is caused by poor mixing of the paint, or by temperature changes during the various painting stages. Use repair procedure 1.

Crow-footing. Crow-footing may be described as small lines branching off from a point in all directions, giving the appearance of crow's feet. Crow-footing is usually caused by spraying a second coat before the first coat is dry, by spraying too thick a film, or by thinners which evaporate too fast. Use repair procedure 1 or 2.

Dirt in paint. This term describes dirt, soot, or other foreign material that is embedded in the surface of the paint film.

Patches, where dirt appears, should be sanded smooth and re-finished. In most cases, removal of dirt can be accomplished without having to sand down to the primer coat of paint. It is possible to confuse this condition with blistering. To verify the condition, prick the suspected areas and note whether there is foreign material

under the surface. Use repair procedure 2.

Mildew. Mildew growth is most commonly found in a very dark gray or black color, and occurs along radial lines. Use repair procedure 3, and if this does not correct condition, use procedure 2.

Off color. The off color term is applied to adjacent areas on which the colors do not match. It may also appear when making spot repairs. Use repair procedure 2.

Orange peel. Orange peel is a term used to describe an uneven, mottled appearance on the paint surface. This is usually caused by improper thinning of the paint. Use repair procedure 3.

Overspray. Overspray is evidenced by a rough, dull finish of the area surrounding the paint repair. Lightly sand out the spray dust and apply a properly thinned finish coat, or use repair procedure 3.

Peeling. Peeling occurs when large areas of the enamel or primer coat separate from the metal or prime coat. This is usually caused by wax, grease, rust, or oil under the paint. Do not confuse this with "orange peel." Use repair procedure 1.

Pits and craters. Pits and craters may be identified by the appearance of small round depressions in the paint. This may be caused by not allowing the first coat to dry

sufficiently before applying the second coat or from failure to remove silicone polishes before repainting. Use repair procedure 2.

Primer shows. A primer showing condition exists when the primer shows through the finish coat of paint. Besides being caused by too thin color coat, this condition may also be caused by the color coat soaking into the surface by applying the color coat before the surface is dry.

When this condition is experienced, clean the surface and spray two finish coats of paint over the affected area. Use repair procedure 2.

Runs, sags and wrinkles. The uneven collections of paint on the finished surface is referred to as runs or sags. The collections may appear in the form of tear drops or sagging lines. Usually these lines are quite soft and sometimes they may be wrinkled. This is usually caused by too heavy an application of paint or hesitation in the stroke of the gun. Use repair procedure 2.

Scratches. Scratches are thin marks or tears that may partially or completely penetrate the surface of the finish coat of paint.

Correction of scratches is dependent on their depth. A scratch of very light penetration can usually be removed by application of a rubbing compound. Where the penetration is very deep, remove

February: Tips on '59 Chevy Body

Ed Lowery comes up next month with some important tips on differences found between the 1958 and '59 bodies of the Chevrolet. You will want to read this important article.

TWO TONING!

BETTER



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Fig. 5—Here is the car shown in Fig. 4 but now wearing its new "birthday suit."

the paint from the surrounding area and refinish. Use repair procedure 2.

Spot discoloration. This is evidenced by brown spots or stains on the surface. Stains or spots can be caused by road tar, acid, or alkali-bearing water from the streets. Use repair procedure 3, and if this does not correct the condition, use procedure 2.

Water spotting. Water spotting is evidenced by a milky pattern where water drops have fallen. Use repair procedure 3, and if this does not correct the condition, use procedure 2.

Paint repair procedures as applied to enamel:

When refinishing part or all of a car, baking enamel or air dry enamel should be used. Baking enamel is preferred if drying facilities are available.

Use of lacquer paint for spot refinishing enamel will usually prove unsatisfactory. Even though the color is matched precisely, lacquer paint has a different sheen than enamel and the spot will invariably show. Even if the spot were good enough to pass initial inspection, it would show up in a few months because lacquer has a different oxidation rate than enamel.

Spot refinishing with enamel requires a high degree of skill to produce an acceptable job. Enamel paint does not lend itself readily to rubbing out with compound, therefore it is very difficult to blend the new paint with the old. Usually the best course to follow is to paint the entire panel.

When attempting to match colors on finishes that may be slightly faded, polish a small area near the damaged section. Wet the polished area with water so it will more closely resemble the gloss of the wet enamel to be tinted. Then

make small "brush outs" or "spray outs" on the damaged section to compare color. Use light or dark enamel tint bases as may be required to obtain the desired color match.

If there is any doubt about the type of paint on a particular car, dip a finger in lacquer thinner and rub it on a small area. If the finish rubs off easily and starts to dissolve, it is lacquer. If it does not, it is most likely enamel. Some of the newer lacquer paints leave an insoluble outer skin. Reveal the under surface by carefully sanding, then use the lacquer thinner test.

Paint application:

Heavy coats of enamel should be avoided. One mist coat followed by one heavier coat will usually be sufficient to provide good coverage. One coat of enamel is equivalent in film thickness to several coats of lacquer. One coat consists of a right and left movement of the spray gun, not just movement of the gun in one direction.

When spraying enamel paint, the gun should be held eight to 12" from the surface. Move the gun parallel to the surface and not in an arc. Do not tilt the gun or "fan" it.

Repair procedure No. 1:

Refinishing complete car or panel:

If the complete car is to be painted, remove the windshield wiper arms, then cover the front and rear bumpers, all exterior moldings, all plastic ornaments, windshield wiper brackets, weatherstrips, etc., with masking tape. Acetate-fiber, clear tape is recommended where liquid paint strippers are used.

Remove all damaged paint from the exterior surfaces of the body by sand-blasting, shot-blasting, disc-grinding, or liquid-stripping.

If liquid-stripper is used, carefully follow the supplier's instructions.

After the paint has been removed, wash off any accumulation of surplus material.

If the paint was removed with liquid-stripper, carefully follow the supplier's instructions for neutralization of excess material.

Prepare metal. Apply metal conditioner to all areas from which the paint was removed. Avoid using an excess amount and carefully follow the supplier's instructions. Before applying the paint, remove all remaining traces of metal conditioner according to the supplier's instructions. It cannot be emphasized too strongly that the metal must be properly prepared before prime and color coats are applied.

Apply primer surfacer. Remove any dust from the surfaces with clean tack rags. Do not touch the metal with bare hands as this leaves an oily film on the metal and results in poor paint adhesion.

Spot-glaze any bad metal with a suitable glazing putty. Wipe the area with a tack rag, then spray two coats of sanding-type primer in accordance with the supplier's recommendations.

After the primer has dried as specified, lightly scuff-sand the primer to remove dirt and overspray.

Spray a final, wet, double coat of synthetic primer surfacer and allow to dry according to the supplier's recommendations.

Apply finish coat. Water-sand the surface with No. 360 sand paper. Use care to avoid cutting through to the bare metal. Rinse well, blow off all water from seams, cracks, etc., and dry thoroughly.

Wipe the work with a tack rag and spray one mist and one wet
(Continued on page 93)

What America wants...America gets at America's No. 1 dealers!



WINNING AMERICA'S WARMEST WELCOME ...THE '59 CHEVROLET!

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1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	ENGINE			FLUID CAPACITIES						WHEEL ALIGNMENT		
		Front	Rear				Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crackcase Cap. (Qtz.)	Transmission (Au.) (Pln.)	Fuel Tank (Gals.)	Cooling System (No Hoses) (Qtz.)	Caster (Degrees)	Camber (Degrees)	Toe-in (In.)	
BUICK Le Sabre	123	62.4	60	V-8	4.125x3.4	54.45	250@4400	384@2400	364	10.5-1	4	24	20	16.5	-1½ to -1½	+½	½ to ½	
BUICK Invisia and Electra	126.8	62.4	60	V-8	4.187x3.04	56.11	325@4400	445@2800	401	10.5-1	4	24	20	16.5	-1½	+½	½	
CADILLAC 62 Series	130	61	61	V-8	4x3.875	51.2	325@4900	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1½	0 to ±½	¾ to ¾	
CADILLAC Eldorado Biarritz, Eldorado Seville	130	61	61	V-8	4x3.875	51.2	345@4900	435@3100	390	10.5-1	5	23	21	18.5	-1 to -1½	0 to ±½	¾ to ¾	
CADILLAC Fleetwood 75 Sedan and Limo	149.75	61	61	V-8	4x3.875	51.2	325@4900	430@3100	390	10.5-1	5	23	21	18.5	-1 to -1½	0 to ±½	¾ to ¾	
CHEVROLET 8	119	60.3	59.3	6L	3.56x3.94	30.4	135@4000	217@3000	235.5	8.25-1	5	9	20	17	0 to ±½	+½ to ±½	½ to ½	
CHEVROLET 8 (283-cubic-inch V-8)	119	60.3	59.3	V-8	3.875x3	48	185@4900	275@2400	283	8.5-1	4	A	20	17.5	0 to ±½	0 to ±½	½ to ½	
CHEVROLET 8 (348-cubic-inch V-8)	119	60.3	59.3	V-8	4.125x3.25	54.5	250@4400	355@2900	348	9.5-1	4	A	20	21	0 to ±½	0 to ±½	½ to ½	
CHEVROLET Corvette	102	57	50	V-8	3.875x3	48	230@4900	300@3000	283	9.5-1	5	A	16.4	15.5	2±½	0 to ±½	0 to .24	
CHRYSLER Windsor	122	60.9	59.8	V-8	4.03x3.75	52	306@4900	410@2400	383	10.1-1	5	21	23	16	+½ to ±½	B	½	
CHRYSLER Saratoga	126	60.9	59.8	V-8	4.03x3.75	52	325@4400	470@2800	383	10.1-1	5	21	23	16	+½ to ±½	B	½	
CHRYSLER New Yorker	126	61.2	60	V-8	4.18x3.75	55.9	350@4600	470@2800	413	10.1-1	5	21	23	16	+½ to ±½	B	½	
CHRYSLER 300E	126	61.2	60	V-8	4.18x3.75	55.9	380@5000	450@3600	413	10.1-1	5	21	23	16	+½ to ±½	B	½	
CHRYSLER Imperial	129	61.8	62.4	V-8	4.18x3.75	58.9	350@4600	470@2800	413	10.1-1	5	21	23	16	+½ to ±½	B	½	
CONTINENTAL	131	61	61	V-8	4.30x3.70	59.17	350@4400	490@2900	430	10-1	5	21	22	23	0 to -1½	0 to +½	.12 to .18	
De SOTO Firewreep	122	60.9	59.8	V-8	4.12x3.38	54.3	290@4400	390@2400	361	10-1	5	21	20	16	C	B	½	
De SOTO Firebird	126	60.9	59.8	V-8	4.25x3.38	57.8	305@4400	410@2400	383	10.1-1	5	21	23	15	C	B	½	
De SOTO Firefly	126	60.9	59.8	V-8	4.25x3.38	57.8	325@4400	425@2800	383	10.1-1	5	21	20	15	C	B	½	
De SOTO Adventurer	126	60.9	59.8	V-8	4.25x3.38	57.8	350@5000	425@3000	383	10.1-1	5	21	23	15	C	B	½	
DODGE Coronet 8	122	60.9	59.8	6L	3.25x4.63	25.3	135@3900	205@1200	230	8-1	5	20	20	13	C	B	½	
DODGE Coronet V-8	122	61.4	60.2	V-8	3.95x3.31	49.9	255@4400	350@2400	326	9.2-1	5	21	20	20	C	B	½	
DODGE Coronet Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	295@4600	390@2400	361	10.1-1	5	21	20	16	C	B	½	
DODGE Custom Royal	122	60.9	59.8	V-8	4.12x3.38	54.3	305@4600	400@2900	361	10.1-1	5	21	20	16	C	B	½	
EDSEL Ranger	120	59	56.4	V-8	3.75x3.30	45	200@4400	285@2200	292	8.8-1	5	22	19	20	0 to 1	½ to 1½	.0625 to .12	
EDSEL Corsair	120	59	56.4	V-8	4x3.30	52.40	303@4600	390@2900	390	8.9-1	5	22	19	20	0 to 1	½ to 1½	.0625 to .12	
FORD 8	118	59	56.4	6L	3.62x3.60	31.54	145@4400	206@2200	223	8.4-1	4	20	20	15	0 to 1	½ to 1½	½ to ½	
FORD 8 Custom 300	118	59	56.4	V-8	3.75x3.30	45	200@4400	285@2200	292	8.8-1	5	20	20	19	0 to 1	½ to 1½	½ to ½	
FORD 8 Fairlane	118	59	56.4	V-8	4x3.30	51.20	225@4400	325@2200	332	8.9-1	5	20	20	19	0 to 1	½ to 1½	½ to ½	
FORD 8 Fairlane 500	118	59	56.4	V-8	4x3.50	51.20	300@4600	390@2900	352	9.6-1	5	20	20	19	0 to 1	½ to 1½	½ to ½	
FORD Thunderbird Hardtop	113	60	57	V-8	4x3.50	51.20	300@4400	395@2900	352	9.6-1	5	20	20	19.5	½ to 1½	½ to 1½	½ to ½	
FORD Thunderbird Convertible	113	60	57	V-8	4.30x3.70	59.17	350@4400	490@2900	430	10-1	5	20	20	22.5	½ to 1½	½ to 1½	½ to ½	
MERCURY Monterey	126	60	60	V-8	3.90x3.44	46.21	210	325	312	8.75-1	5	20	20	20	0 to -1½	0 to -1½	½ to ½	
MERCURY Montclair	126	60	60	V-8	4.30x3.30	59.17	322	395	383	10-1	5	22	20	20	0 to -1½	0 to -1½	½ to ½	
MERCURY Park Lane	126	60	62	V-8	4.30x3.70	59.17	345	490	430	10-1	5	23.5	20	20	0 to -1½	0 to -1½	½ to ½	
OLDSMOBILE Dynamic 88	123	61	61	V-8	4x3.69	51	270@4000	390@2400	371	9.75-1	4	22	20	20	-0 to -1	-½ to ±½	0 to ½	
OLDSMOBILE Super 88	123	61	61	V-8	4.125x3.69	54	315@4600	435@2900	394	9.75-1	4	22	20	20	-0 to -1	-½ to ±½	0 to ½	
OLDSMOBILE 98	126.3	61	61	V-8	4.125x3.69	54	315@4900	435@2900	394	9.75-1	4	22	20	20	-0 to -1	-½ to ±½	0 to ½	
PLYMOUTH 8 Savoy & Belvedere	118	60.9	59.6	6L	3.25x4.62	25.3	132@3600	205@1200	230	8-1	5	20	20	13	C	B	½	
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.7	V-8	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	18	20	16	C	B	½	
PLYMOUTH Golden Commande	118	60.9	59.7	V-8	4.12x3.38	54.3	305@4600	395@3000	361	10.1-1	5	21	20	16	C	B	½	
PONTIAC Catalina	122	63.7	64	V-8	4.06x3.75	52.8	245@4200	392@2000	389	8.6-1	5	18.4	21.5	21.4	-1½ to ±½	+½ to ±½	0 to .062	
PONTIAC Star Chief & Bonneville	124	63.7	64	V-8	4.06x3.75	52.8	290@4200	400@2800	389	8.6-1	5	18.4	21.5	21.4	-1½ to ±½	+½ to ±½	.0 to .062	
RAMBLER American	100	54.62	55	6L	3.125x4.25	23.44	90@3900	150@1600	195.8	8-1	4	20	20	11	0 to -1½	-½ to ±½	½ to ½	
RAMBLER 6 Sedan	106	57.75	58	6L	3.125x4.25	23.44	127@4200	180@1600	195.8	8.7-1	4	20	20	10	0 to ½	-½ to ±½	½ to ½	
RAMBLER Rebel	108	58.75	59.13	V-8	3.5x3.25	39.2	215@4900	260@2500	250	8.7-1	4	20	20	20	0 to ½	-½ to ±½	½ to ½	
RAMBLER Ambassador	117	57.75	59.13	V-8	4x3.25	51.2	270@4700	360@2600	327	9.7-1	4	22	20	19	0 to ½	-½ to ±½	½ to ½	
STUDEBAKER Lark 8	108.5	57.37	56	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2½	0 to -1	½ to ½	
STUDEBAKER Lark 8	108.5	57.37	56	V-8	3.56x3.25	40.6	180@4500	260@2900	236.2	8.8-1	5	18	18	17	-1 to -2½	0 to -1	½ to ½	
STUDEBAKER Silver Hawk 8	120.5				3x4		90@4000	145@2000	170	8.3-1	5							
STUDEBAKER Silver Hawk 8	120.5				3.56x3.25		180@4500	260@2000	250.2	8.8-1	5							

ABBREVIATIONS

A—Powerglide 8, Turboglide 4.
B—Left prefer ½, Right prefer 8.
C—Power steering ±½ to ±½.
Manual ±½ to ±½.

D—One 332 cubic inches and one 361 cubic inches.
I—Valve-in-head.
L—L-head.

L—With Air Ride —1".
L—332-cubic-inch 51.20.
L—332-cubic-inch 225@4400.
L—332-cubic-inch 325@2200.
L—Power steering ±½ to 1".



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1959 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (in.)	Cam Angle (Degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (in.)	Spark Advance Max. Centrif. (Degrees)	Spark Advance Max. Vac. (Degrees)		Carb. Mfg.	Fuel Pressure (lbs.)	Topset Clearance Intake (in.)	Topset Clearance Exhaust (in.)	Intake Valve Opens or Closes (Degrees)
BUICK Le Sabre.....	12.5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5"	70N	St-Ca	5½-6½	Au	Au	25bte
BUICK Invicta and Electra.....	12.5-17.5	30	19-23	12bte	VD	30-35	12-16@3800	21@14.5"	70N	Ca-RP	5½-6½	Au	Au	33bte
CADILLAC.....	16	30	19-23	5bte	VD	35	16@2000	22@16"	70N	Ca-RP	5½-6½	Au	Au	39bte
CHEVROLET 8.....	16-21	28-35	19-23	tdc	FW	33-38	24-28@3500	15@8.5"	53N	RP	3½-4½	Au	Au	16bte
CHEVROLET 8 (283-cubic-inch V-8).....	16-21	26-33	19-23	4bte	VD	35	29@3750	15@15.5"	53N	Ca-RP	5½-6½	Au	Au	12½bte
CHEVROLET 8 (348-cubic-inch V-8).....	16-21	26-33	19-23	4bte	VD	35	24@4600	15@15.5"	53N	Ca-RP	5½-6½	Au	Au	18½bte
CHEVROLET Corvette.....	18	26-33	19-23	4bte	VD	33-38	29@3700	15@15.5"	53N	Ca	5½-6½	Au	Au	12½bte
CHRYSLER Windsor.....	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca-BB	6-7	Au	Au	15bte
CHRYSLER Saratoga.....	15-18	27-32	17-20	10bte	CaP	35	13-17@4700	19-25@16.4"	70N	Ca	6-7	Au	Au	15bte
CHRYSLER New Yorker.....	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	20bte
CHRYSLER 300E.....	15-18	27-32	17-20	10bte	CaP	35	11-17@2100	23-29@18.2"	70N	Ca	6-7	Au	Au	20bte
CHRYSLER Imperial.....	15-18	27-32	17-20	10bte	CaP	35	17-21@4300	23-29@16.4"	70N	Ca	6-7	Au	Au	15bte
CONTINENTAL.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
De SOTO Firesweep, Firedome and Fireflite.....	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5"	60N	Ca-BB	6-7	Au	Au	15bte
De SOTO Adventurer.....	15-18	27-32	17-20	10bte	VD	35	17-21@4000	23-29@18.2"	60N	Ca-BB	6-7	Au	Au	20bte
DODGE Coronet 8.....	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	12bte
DODGE Coronet V-8.....	15-18	27-32	17-20	10bte	VD	35	11-15@4600	17-23@13.2"	60N	Ca-BB	6-7	Au	Au	14bte
DODGE Royal and Custom Royal.....	15-18	27-32	17-20	10bte	VD	35	17-21@4300	19-25@14.5"	60N	Ca-BB	6-7	Au	Au	15bte
EDSEL Ranger.....	14-16	26-28.5	17-20	E	VD	32-36	29@3600	22@15"	55N	D	4½-5½	19	19	12bte
EDSEL Corsair.....	14-16	26-28.5	17-20	F	VD	32-36	29@4000	22@15"	55N	D	4½-5½	Au	Au	22bte
FORD 8.....	24-26	35-38	17-20	T	VD	32-36	16@2400	22.5@8.5"	55N	H	4-5	19	19	17bte
FORD 8 Custom 300.....	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	55N	D	4½-5½	18	18	12bte
FORD 8 Fairlane and Fairlane 500.....	14-16	26-28.5	17-20	W	VD	32-36	29@4000	22@15"	65N	D	4½-5½	Au	Au	22bte
FORD Thunderbird Hardtop.....	14-16	26-28.5	17-20	T	VD	32-36	28@4000	18@15"	55N	D	4½-5½	Au	Au	22bte
FORD Thunderbird Convertible.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	21@15"	65N	Ca	5-6	Au	Au	22bte
LINCOLN.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
MERCURY Monterey.....	15	26-28.5	17-20	3bte	VD	32	29@4000	22@15"	55N	Ho	4½-5½	19	19	18bte
MERCURY Montclair & Park Lane.....	15	26-28.5	17-20	6bte	VD	32	29.5@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
OLDSMOBILE 88 and 98.....	16	28-32	19-23	5bte	VD	30	22-26@4400	23.5@21"	70N	RP	5-6	Au	Au	16bte
PLYMOUTH 8 Savoy and Belvedere.....	18-22	36-42	17-20	2.5bte	VD	35	15-19@3600	16-21@16"	50N	Ca-BB	6-7	10	10	12bte
PLYMOUTH 8 Savoy, Belvedere and Fury.....	15-18	27-32	17-20	10bte	CaP	35	16-20@4600	24-29.5@16"	50N	Ca-St	6-7	19	18	17bte
PLYMOUTH Golden Commande.....	15-18	27-32	17-20	7.5bte	CaP	35	17-21@4000	23-29@18.2"	60N	Ca-St	6-7	Au	Au	20bte
PONTIAC Catalina.....	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5"	53N	Ca	5½-6½	Au	Au	22bte
PONTIAC Star Chief and Bonneville.....	16	28-32	19-23	6bte	CaP	33-38	20@2900	19@13.5"	61N	Ca	5½-6½	Au	Au	30bte
RAMBLER American.....	16	28-35	19-23	3bte	VD	33-37	16@4000	13@11"	40N	Ca	4-5.5	16	18	10bte
RAMBLER 8.....	16	28-35	19-23	5bte	VD	33-37	24@4200	23.5@17"	45N	Ho	4.5-5.5	12	12	12.5bte
RAMBLER Rebel.....	16	28-32	19-23	tdc	VD	33-37	38@4000	25.5@15"	50N	Ho	4.5-5.5	16	14	12.5bte
RAMBLER Ambassador.....	16	28-32	19-23	5bte	VD	33-37	38@3900	22@16"	60N	Ho	4.5-5.5	Au	Au	12.5bte
STUDEBAKER Lark 8.....	20	38-40	17-20	2bte	VD	29-33	14@2800	18@12"	50N	Ca	3½-5½	18c	18c	15bte
STUDEBAKER Lark 8.....	13-18	28-34	10-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3½-5½	25-27c	25-27c	15bte
STUDEBAKER Silver Hawk 8.....														

ABBREVIATIONS

atdc—After top dead center
 Au—Automatic.
 BB—Bal. and Bal.
 bte—Before top center.
 c—Cold.
 Ca—Carter.
 CaP—Crankshaft pulley.

D—Ford or Holley.
 E—Std. Trans. premium fuel 6" bte.
 Auto. Trans. premium fuel 6" to 10" bte.
 F—Premium fuel 5" to 10" bte.
 With 361-cu.-in. engine, Std. Trans. 3" to 10" bte.
 With Auto. Trans. 6" to 10" bte.
 FW—Flywheel.

H—Holley.
 N—Negative.
 RP—Rochester Products.
 St—Stromberg.
 T—4" bte Std. or O.D. Trans.
 6" Automatic Trans.

tdc—Top dead center.
 VD—Vibration damper.
 W—3" bte Std. or O.D. Trans.
 6" bte Automatic Trans.
 —"Q" engine 7.5" bte.

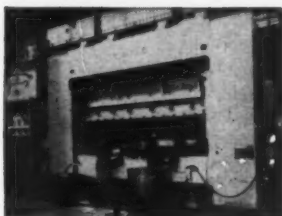
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72% of all cars purchased in the U.S. are in the medium price range from \$2600 to \$3500.

The imported car penetration of this profitable market has scarcely begun, but every economic indication shows that imported cars will be taking as big a share of the medium-priced field as they now enjoy a steadily increasing share of the low-priced field.

Citroën makes the cars that more than satisfy the needs of this important market... cars you will be selling to an ever-growing quality-minded clientele. To be assured of a medium-priced imported car line franchise in the future, you should sign for one today. Sign with Citroën and your profits start immediately!

As a Citroën Dealer you will receive the full support of:

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- **Technical Assistance** from factory-trained engineers, to help you set up your parts and service department. Service is a Citroën tradition everywhere!

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Be a **CITROËN** Franchised Dealer!



Roane M. Lacy of Waco, Texas, lost no time in obtaining delivery of one of Chevrolet's 1959 glamor pickup trucks, the El Camino, from Waco Chevrolet Co. for use at his El Camino Motel. Lacy said he plans to get four more El Caminos for salesmen of a feed company he operates.

Frame Straightener Aids

(Continued from page 58)

\$60 installed.

The frame machine, building the steel-and-concrete reinforced pit and buying the extra tools cost Gallagher right at \$4,000.

"It's the best money-making piece of equipment we have in the shop," he said.

But to be technical about it, the frame machine was not located in the shop. It was his idea, at first, to have it at the shop's rear. Instead, he had it built outside. And he is happy he made this last-minute decision, for he needs all his inside-the-shop space to take care of extra work.

All this past summer Gallagher has used the pit, enclosed on three sides with a five-foot-high wall without a roof. For the winter, he will have a canopy built over the pit. But for frame work, there is nothing like doing it outdoors where there is always a circulation of fresh air and daylight with which to work.

It might be interesting to learn that Gallagher's payroll runs right at \$30,000 a year, or one-third of his gross dollar volume.

Leonard Transfer Workers Share Company Profits

EMPLOYEES of Leonard Brothers Transfer of Miami, Fla., received a Christmas bonus of 2½% of the company's profits before taxes, according to Armlon "Bud" Leonard, president of the motor carrier. Bonuses have been given to Leonard personnel since 1953.

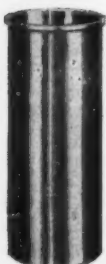
At the same time Leonard announced that the firm contributed an estimated \$40,000 to the Leonard employees' profit-sharing fund, representing the company's pension system which was started in 1957.

The trucking organization has over 250 pieces of equipment and operates in 40 states through 23 terminals. It is known for its work transporting missiles to Cape Canaveral, Fla., and other bases.

Perfected by THREE cooperating automotive engineering groups working as one unit.



Each family of pistons, pins, rings and sleeves are perfectly mated to each other.



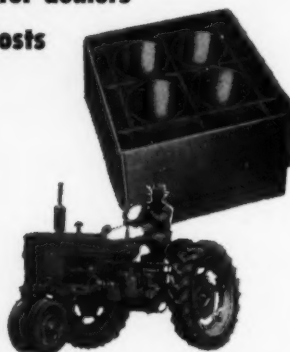
BASIC SLEEVE ASSEMBLY SETS

► Extra profits for dealers

► Lower labor costs

► Maximum customer satisfaction

● An outstanding achievement in creative engineering ●



Improved BASIC SLEEVE ASSEMBLY SETS assure your customers up to 26% more power, longer engine life, lower operating costs because of advanced designing combined with premium grade metals through and through.

It's marvelous how pistons, pins, rings and sleeves function together in perfect harmony as a "family." Indeed! This revolutionary precision technique is introduced for the first time into the truck and tractor field through cooperative efforts of automotive engineers representing three nationally known manufacturers.

BASIC emphasizes top quality very moderately priced. Features include overbores, tin plated pistons and chrome rings for extra long service. No wonder BASIC is such a great favorite with tractor dealers and repair shops from coast to coast.

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SOUTHERN BEARING & PARTS CO.
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engineering leadership
with a new concept in
oil filters!*

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***THE ONLY FILTER THAT COMPLETELY REMOVES
BOTH SLUDGE AND ACIDS—THE DEVELOPMENT
THAT ELIMINATES FILTER-FAILURE!**

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New! MULTI-FLOW PERFORATED CENTER TUBE OUTLET!

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New! ELECTROLYTIC STEEL FINISHED SHELL! NO PAINT
TO DISSOLVE AND CONTAMINATE THE OIL!

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WITH AS MANY AS 3,000 INLET AND OUTLET APERTURES!

New! HEAT-TREATED AND CURED ACCORDION-PLEATED,
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New! FERIDIUM® ANTI-ACID ANODE CATALYST!

LEE FILTER has done it again with an entirely new kind of oil filter — the LEE Monolithic (one-piece) Resin-weld® Filter with Dual-Dimension filtration — full-flow oil filtration PLUS electrolytic, anti-acid Feridium® filtration. **IT'S THE ONLY FILTER THAT REMOVES BOTH SLUDGE AND ACID!**

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The LEE Resin-weld® Filter is produced with pre-determined filtering characteristics thereby insuring positive, predictable performance. Filter-failure caused by collapse, bypass and channelling of the contaminants has been completely eliminated!

LEE Resin-weld® Filters conform to functional standards set by SAE, U. S. Army Procurement, Fort Belvoir Research and Development and initial equipment requirements of car manufacturers. Write for Catalog!

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LEE FILTER CORP. 41 River Road, North Arlington, New Jersey

Please look at your ring jobs through these Stainless Steel glasses



The American Hammered stainless steel oil rings in every Krome-Oil ring set are of a completely new material, completely new design.

They positively control oil, eliminate smoking. They resist sludging and clogging. They retain their original, built-in tension at engine operating temperatures. They need no back-up springs. They outlast and outperform

carbon steel oil rings two to one. They are matched with a pre-seated, chrome-plated top groove compression ring for instant seating.

Try Krome-Oil on your next job, new or older model. These stainless steel oil rings work in tapered or out-of-round bores. No come backs!

This oil ring is so different it is protected by U.S. Pat. No. 2,789,872.



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Automotive Replacement Division

MUSKEGON, MICHIGAN

A Division of Sealed Power Corporation

Readers are invited to contribute to—SHOP TALK

PRICE-CUTTING PROBLEMS

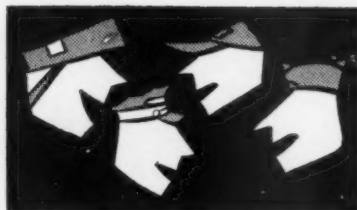
Smithville, Tenn.

Dear Sir:

I read the article on price cutting by oil companies on plugs and anti-freeze in your November issue.

I believe if the wholesalers would sell wholesale to us retailers

instead of every Dick, Tom and Harry, they would be better off. I have had people this winter ask my price of anti-freeze. They say they can get the same stuff for \$2.10 at different wholesale houses, which also sell spark plugs, hoses, cables and anything else a man wants wholesale.



A column of informal comments about the automotive trade and its problems

Now DILL VALVE-PAK for 1959

...Tubeless Valves For All Cars

(including '59 Models) In Convenient Kits



GET YOURS TODAY! CHOOSE FROM 2 COMPLETE ASSORTMENTS

Valve-Pak 5258

Includes:

- 34 Assorted Full Length Valves
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The **DILL** Manufacturing Company
700 E. 82 Street, Cleveland 3, Ohio

1909 **DILL** 1959th
ANNIVERSARY

Now, if they want oil companies to stop underselling them, why don't they stop underselling us?

GLENN FOUTCH,
Boxie's Amoco Station

HALF-MILLION HEADACHES

If you don't believe building and selling automobiles adds up to lots of headaches, ask Conn L. Clifford, director of purchasing for Buick, who buys more than half a million aspirin tablets every year.

The 500,000 aspirin are among thousands of different items needed in the production of cars, according to Clifford.

"We get requests for everything from talcum powder to paper cuspidors—from molasses to crushed walnut shells—from dental mirrors to dynamite," Clifford said. "I remember one day recently we got a request for the missing link. That had us stopped until we discovered that a missing link is just an open link used by maintenance men to repair chains."

The talcum powder is needed in some finish polishing operations; disposable paper cuspidors have replaced the old brass models; molasses is used along with cornstarch, clay and sand to form cores in the foundry, and the crushed

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

New Tung-Sol Auto Lighting Rack

REMINDS
YOU AND YOUR
CUSTOMERS
TO REPLACE
BURNOUTS



Size: 24" x 32" x 8"

Stocks everything you need for A Profitable, One-Stop Lighting Service!

ONE HEADLAMP FREE IN INTRODUCTORY DEAL

*Ask your jobber's salesman about the
good profit spread in this offer!*

13 Newest Type Vision-Aid Headlamps

4-6006 (one free), 4-6012
4-4002, 1-4001

5 Most Widely Used Tung-Sol Flashers

1-A229S, 1-UP229D, 1-P273D
1-AP373V, 1-AP273V

**Custom-Built Wire Rack
For stand-up or wall display**

This introductory deal of 13 headlamps—one 6006 free—5 flashers and the wire rack, *dealer-designed* exclusively for Tung-Sol, puts you in the auto lighting replacement business right away . . . and as soon as you've sold the free headlamp, you're repaid for the rack and are on your way to bigger profits.

Sturdy wire rack can hold as many as 10 dual and 8 of the new 7-inch headlamps, 10 popular flasher types and both 6 and 12-volt miniature lamp cabinets. As an added convenience hooks are provided to keep your headlamp tool and flashtester right where you can lay your hands on them. Lamp Division, Tung-Sol Electric Inc., Newark 4, N. J.

**See your Tung-Sol Distributor
for complete details**

TUNG-SOL®

walnut shells are for shot-blast cleaning of aluminum parts.

Dynamite is used occasionally when construction crews are clearing ground for new buildings and the dental mirrors are used in the Buick hospital.

The half-million aspirin? They're for the headaches!

WHAT DID HE SAY?

W. C. "Josh" Wilder, Nashville, Tenn., garage operator who has

been a kingpin in the Independent Garage Owners of America and is president of the state association, vows that in this picture he was working hard for IGOA. He even called attention to the IGOA patch on his shirt.

However, his obvious pleasure at posing with "Miss RCA Victor" belies his statement just a bit.

At IGOA conventions Wilder, for two terms secretary-treasurer, has been called on for an assortment of duties and has been one of the most popular Southerners in



the nation-wide movement.

Dorman Hails 40th Year With New Building

CELEBRATING its 40th year in business, Dorman Products, Inc., recently moved into new general offices and plant at 5757 Mariemont Ave., Cincinnati, with 50 times the floor area of the build-



ing housing the original company, Dorman Star Washer Co., founded in 1918.

This modern, 57,000-square-foot facility reflects the company's growth from regional to national to international supplier of small daily-used parts and fasteners in the automotive field. Officers of the company are J. R. Dorman, founder and president; Lee Dorman, vice-president and advertising director, and O. H. Coffman, secretary and general sales manager.

McLean Buys 110 GMC Diesels

McLean Trucking Co. of Winston-Salem, N. C., has purchased 110 GMC diesel cab-over-engine highway tractors, according to R. C. Woodhouse, general truck sales manager for GMC Truck and Coach Division. The units have the GM 6-71 super-economy engine, developing 190hp and rated at 65,000 pounds G.C.W. They join 185 similar tractors in the McLean fleet which have been in use over the past ten months.



Standard Equipment on America's Finest for a generation!

Stant has supplied original equipment filler caps to manufacturers of vehicles and radiators continuously since 1924 . . . today serves all original equipment manufacturers of any consequence, as this roll shows.

Service outlets know that Stant Replacement Caps have always been built to quality standards . . . not to a price . . . have been engineered in cooperation with automotive engineers at the vehicle factories . . . meet or exceed all specifications of vehicle manufacturers.

After a generation of service to the automotive after-market, Stant is recognized as the pioneering leader!

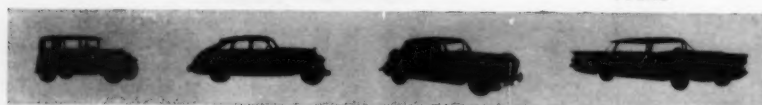
Write today for 1959 Catalog and Application Chart . . . naming your jobber.

STANT MANUFACTURING CO., INC.
Connersville, Indiana

CARS
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YOUR STAR SALESMAN

The man whose voice has been heard by more people than any voice in history—a celebrated adventurer and newscaster, Lowell Thomas is sponsored for you on radio and TV by Delco Batteries. His radio newscast, which goes on the air 52 weeks a year over the whole CBS network, attracts 2,000,000 listeners every evening.* His popular CBS television series, "High Adventure with Lowell Thomas," draws more than 30,000,000 viewers.* What does this mean to you? Just this—more people know Delco because of Lowell Thomas. And since Delco has the strongest advertising in the battery business, it makes sense to have Delco Dry Charge batteries available for your customers when they ask for Delco by name. Easy to stock because it's always factory-fresh, backed by a General Motors warranty, Delco is by far the No. 1 battery preference in America. And best of all, it's easier to sell because you have a "star" salesman working for you—Lowell Thomas.

Delco batteries are also advertised in leading national magazines like Life, Look, Post and Reader's Digest.

*A. C. Nielsen Co.

GENERAL MOTORS LEADS THE WAY...
STARTING WITH DELCO BATTERIES



quality built by Delco-Remy
distributed nationally through





Dear Bill,

Always seems like we start two new years per annum, what with the new models coming out in October or thereabouts, and then the calendar plugging in a new start in January.

The winter months bring their problems as usual. Some of the older cars begin having plumbing trouble with the heaters and heater hoses. Hard for us to check the hoses on all these jobs at anti-freeze installation time for it isn't quite like it was when a couple hoses in plain sight ran from pump to heater and from heater to cylinder head. Now we have hoses running all over the place, in, on, under and around, not to mention the transmission cooling lines which must be anti-freeze-tight also.

When the weather is tricky early in the season, first hot then cold, we catch a number of choking complaints which require adjustments and cleaning of automatic choking mechanisms until we finally get into the more uniformly colder season when the complaints subside because we have the chokes functioning properly.

Of course there are always the noisy speedometers which predominate in the cold weather and the annoyances of squeaking doors, etc., which are the usual winter fare when lubricants dry up and stiffen. Grease on the brake lining makes itself known when cold sets in for earnest, so we know what to expect when the complaints begin.

We always bear down on exhaust leaks at this time for they are more noticeable and dangerous when cars are closed up for the cold spell. Muffler and exhaust pipe replacements can run into a pretty good figure on some models, as you may know, since you have one of those multi-muffler jobs yourself.

Appearance items get more sales resistance in the winter. For some

reason most owners want to postpone ding jobs and polish jobs until spring, though we make a point of explaining the protective qualities of paint and polish and thus keep our old beauty parlor moving at a fair pace. The Old Man says he never wants to see it completely idle—even if it requires pulling in a new car or a used car for a cleanup.

He claims the parlor is the door to the body shop and he wants it always open and swinging. Actually it attracts a lot of its own busi-

To the Most
Complete Line
of Under-Car
Parts ...



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STEERING AND FOR ALL POPULAR FOREIGN CARS

for A.C. • ALFA-ROMEO • ALLARD
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Now under-car parts for
Imported cars are as
accessible, dependable and
profitable as any other
items in the MOOG line!

Thus, MOOG expands the
front-end service potential
market for car dealers,
garagemen, service station

ness by being busy, and doubtless does feed the body shop a fair amount of work, even in the cold, sloppy weather. A car that is only partly perfect is always an invitation for the remaining little job which will make it completely attractive.

So regardless of which year is beginning, the new-model year or the calendar year, we've still got a selling job to do so we can keep the service work coming in that we are trained and paid to do for our customers—so I hope they both

will be happy and prosperous new years for all of us.

Yrs,
Ed.

'59 Looks Good for South (Continued from page 46)

Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Pennsylvania, the 5.4% in the North Central sections of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Nebraska, Kansas and the Dakotas,

and the 5.1% in Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon and California.

The continuing high payroll levels based on sound agriculture, commerce and industry inexorably had their beneficial effect on consumer spending throughout the South and Southwest.

The South's consumers in the first eight months of 1958 spent \$28,165,000,000 in retail stores in Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Maryland, Delaware, Kentucky, Arkansas, Louisiana, Oklahoma, Texas and the District of Columbia—three quarters of a billion dollars more than in the corresponding period of 1957.

Transactions in such places as grocery and other food establishments rose comparably from \$5,050 million to \$5,293 million; apparel, \$1,505 million to \$1,568 million; furniture and appliances, \$1,537 million to \$1,552 million; gasoline service station products, \$2,803 million to \$2,889 million, and drugs and proprietaries, \$922 million to \$938 million.

Seven of Ten Cities Higher

Gains in August over July of this year were reported in seven of ten Southern metropolitan areas surveyed, with Atlanta showing a two per cent rise, Birmingham nine, Charlotte nine, Houston two, New Orleans seven and Richmond five per cent.

After food, clothing and shelter are taken care of, the next most important item for Mr. and Mrs. America and the children is transportation in the form of the automobile. This is evident in the way sales of service stations increased throughout the South during 1958. However, in a year when new-car sales were declining everywhere, one Southern state stayed well out ahead in registration gains.

Florida topped the nation with a total gain of 7.3% with a total of 1,813,000 cars registered, according to preliminary estimates of the U. S. Bureau of Public Roads. (The states averaged 1.9% increase in car registrations.) Arizona's increase—second highest—was seven per cent.

Including all motor vehicles, Arizona led the nation with an expected rise of 6.9%, with Florida chomping at its heels with 6.8%.

New Mexico placed third in over-all registrations percentage increase with 6.4. Other states ahead of the national average of

First and most complete line of foreign car parts including TIE RODS, TIE ROD ENDS, BALL JOINTS, KING BOLT KITS, SIDE TUBES, CROSS TUBE ENDS, DRAG LINKS, SUSPENSION REPAIR KITS, SHOCK ABSORBERS, and TORSION BARS.

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SKODA • STANDARD • SUN-
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WOLSELEY

operators in the U.S. by more than 650,000 foreign cars.

Be the first in your city to get this **extra** business. See your Moog Man or Distributor. Or write for the new Moog Foreign Car Catalog...**Moog Industries, Inc., St. Louis 14, Mo.**



MOOG means More Under-Car Business!

1.8% included Delaware, with a big boost of 5.4%; Kentucky, Louisiana, Oklahoma and Virginia.

Dry and colorless as all these figures may appear, they show conclusively that the whole broad Southland has shaken off the shackles of economic dependence on other regions.

It is no longer possible for bankers, merchants and manufacturers in Northern and Eastern business centers to call the tune for Southern dancing.

Today the music that counts down south is the clinking of coins in cash registers—and all to the indomitable rhythm of "Dixie."

Fast-Buck Salesmen

(Continued from page 54)

etc. In addition to sales training and services given the men through meetings twice weekly, our management provides individual help and guidance so that the man with a 12-car, eight-car or four-car quota will realize his goal.

All our salesmen are provided with demonstrators at no cost to them. They have a gasoline allowance and pay only for gas used in excess of the allowance. We pay for all maintenance.

What I am underscoring in this article is the building of good salesmen through personalized management. Because of the dearth of good men, I believe it is necessary to train our own and pay topnotch managers to work with, live with and shape good salesmen, developing their strengths and correcting their weaknesses and deficiencies.

We have one manager per four men. When a good man on our sales staff deviates from expected promise, appears unexpectedly to be a malingerer, we may resort to

means of correction like cutting back his pay, but only after we have gone into causes of his behavior and worked with him, sometimes with his family's backing.

A good man who has shown promise and potential is not cut off indifferently or without understanding. We have lost perhaps two or three misfits under our plan but not before we made every effort to help them fulfill themselves.

Good salesmen are the products of good managers. Our department managers have been sharing a portion of the profits ever since the founding of this company 32 years ago. We also award a bonus that covers all employees.

As a dealership of long-established reputation for sound business dealings, we want to make a profit but not be greedy about that profit. We will not stoop to the methods of the fast buck by the price-cutter. We want to *earn* our profit, earn it the hard way, and maintain a reputable operation.

Power Steering Pumps

(Continued from page 68)

der the pump. Disconnect the pressure and return hoses, cap the hoses and keep the ends high to prevent loss of fluid in the power steering unit. Remove the screws attaching the pump brackets to the water pump housing. Clean all exterior surfaces of the pump before starting disassembly.

Disassembly:

Remove filler cap and dipstick assembly. Drain reservoir and pump. Remove the front and rear brackets from the pump reservoir and pump. Carefully pry the reservoir from the pump. Reinstall the front bracket to the pump to be used as a holding fixture. Use

spacer washers between pump body and bracket to make sure bolts do not bottom in pump housing.

Install pulley removing tool C-3615, as shown in Fig. 7, by engaging the two half collars under the pulley hub flange (tapered ends toward pulley) and the flat ends of the collars engaging the collar locking the retainer of the puller screw. Install the collar sleeve to hold the collars and screw in position. While holding locknut, turn center screw to remove pulley. Remove the relief valve assembly and gasket, as shown in Fig. 8.

Note: Relief valve is serviced only as an assembly.

If there was evidence of a malfunction in the flow control valve, remove the flow control valve snap ring with snap ring pliers C-3229, as shown in Fig. 9. Remove the flow control valve plug by threading a tap tool C-3655 into the plug.

With the tap securely threaded in plug, install tool spacer and nut over tap. Tightening nut while holding tap from turning will force the plug from the housing bore. The flow control valve is spring-loaded and care should be used when removing the plug.


Thread the puller portion of tool C-3642 into oil seal far enough to engage the metal portion of the seal. Turning puller center screw while holding puller body will force the seal from the pump insert.

Note: Further disassembly of the pump is not recommended as component parts of the pump other than the reservoir, "O" ring and relief valve are not serviced separately.

Cleaning and inspection:

Clean all parts thoroughly in a clean solvent, discard body to reservoir "O" ring and pump shaft

**WHY USE
THIS MUCH?**



**WHEN ALL YOU NEED
IS THIS MUCH →**

→ **See Page 110**

**Sensational! New! 360°
REVOLVING LIGHT**

- ★ FREEZE-PROOF
- ★ WATER-PROOF
- ★ FADE-PROOF
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20% Extra Profit for Dealers!

Limited Offer—Expires March 31, 1959

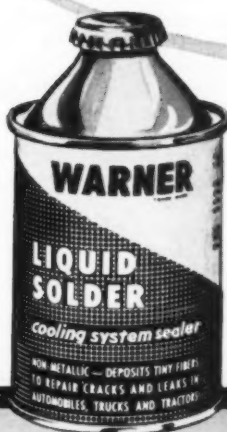
Buy 48 cans (4 cases) of any Warner Radiator and Cooling System Products—you get FREE 12 cans (1 case) of Warner Liquid Solder (non-metallic, deposits tiny fibers).

IT WORKS LIKE THIS:

Example:		Dealer Cost	Retail Price
Dealer Orders	48 cans Warner Products	60¢ each . . . \$28.80	\$1.00 each — \$48.00
Dealer Gets FREE	12 cans Warner Liquid Solder	NOTHING! IT'S FREE!	\$1.00 each — \$12.00

Dealer Pays only \$28.80 and gets back \$60.00

***That's the regular 40% profit PLUS
20% bonus profit!***



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It's non-metallic, deposits tiny fibers to repair leaks . . . guaranteed to circulate freely through the smallest tubes in modern auto radiators and heaters . . . effectively seals leaks in pressurized systems . . . seals leaks at once and gives full protection . . . works with all types of anti-freeze . . . harmless to any metal or rubber in the cooling system.

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- Warner Block Repair \$1.50

oil seal. Check flow control valve and bore for burrs and scratches. Valve must operate freely in bore. Small scratches can be carefully removed with crocus cloth. Do not round off the square edges as they are vitally important to this type of valve.

The housing bore for the flow control valve should not be honed or machined. If the bore is scratched or worn, the pump should be replaced.

Assembly:

Install flow control valve spring,

valve and a new valve plug and snap ring. Drive valve plug with tool far enough into bore to install snap ring, then drive snap ring and plug with tool C-3233 until snap ring seats in its groove in housing bore. Install relief valve and gasket assembly.

Install oil seal with tool C-3640. Lip of seal must face toward pump body and top of seal must be flush with front insert. Support pump body in holding fixture tool C-3643, as shown in Fig. 10, so that the pressure will be absorbed

by the lower end of the pump shaft. Install pulley with heavy-duty arbor press. Pulley hub must be flush with end of shaft.

Lubriplate large "O" ring and install in outer groove in pump body. Install reservoir gasket, reservoir and reservoir attaching screws. Tighten screws to 10 foot-pounds. Install pump bracket.

Caution: Pump must be supported in a manner in which all pressing force will be applied to the shaft only, otherwise pump body and rotor will be damaged.

Installation:

Position pump on engine and install and tighten attaching bolts securely. Connect the pressure and return hoses. Fill reservoir to the full mark with automatic transmission oil type A.

Salesmen or Supermarket? (Continued from page 49)

"We might find proprietors of small businesses that would be interested in selling out and coming with us or those in appointive offices who want to get away from political uncertainties.

"2.—Unsatisfactory working conditions.

"Examples are men who dislike travel, salesmen who are dissatisfied with their income opportunities in other lines or who do not feel that their present job offers them enough opportunity.

"3.—Unsatisfactory income opportunities.

"An example of this situation is the teaching profession or high-school coaches. Both of these are squeezed because the pay scale in the teaching profession is notoriously low.

"4.—Limited opportunities for advancement.

"5.—Men who have not chosen a career.

"Examples are men just out of college or the service, or those who finished school and rushed into the first job available.

"Unless a man is just out of college or unemployed, he needs to be vocationally or economically disturbed in his present connection before becoming interested in selling automobiles. There is no need to waste time trying to convince a man who is already earning a good income and who is happy in his work. He is unlikely to be interested in selling automobiles.

"The reason so many dealers and sales managers fail to recruit more salesmen is that they are so busy doing what comes next in the

The heart of any tune-up*



* Shurhit Assembled Contact Set and Condenser

As any mechanic knows — never replace just the points — replace both points and condenser.

Shurhit Assembled Contact Sets will save you installation time because they are completely adjusted at the factory. They are matched, mated and balanced sets. Condensers are of 100% waterproof construction with connector plate WELDED to the lead. Shurhit Products are the acme of perfection, backed by a written guarantee that protects YOU and your customers. On your next tune-up job, try Shurhit and you'll agree it's the World's FINEST Ignition.



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WORLD'S FINEST IGNITION

way of checking their used- and new-car stocks, taking care of service complaints and handling other office details. The job of getting salesmen is a long-term activity, but by the same token it produces long-term results. It must be done carefully, but it pays off the greatest in the end.

"After salesmen are enlisted, they must, of course, be trained and this is a story in itself. But if men of the type mentioned can be enlisted, they will go a long way toward obtaining business outside the dealership—that is, actually bring business to the dealer. That is because they can find interested prospects, induce friends and acquaintances to find them when they are interested and finally induce folk to buy and to buy at this particular dealership.

"Most dealers will agree that they need more salesmen than are required to take care of the showroom traffic. In fact, we know salesmen who actually pass up their day on the floor in favor of outside prospecting and certainly the dealer wants men who can reach out and bring in business. Having such men is certainly worth the time it takes to recruit them and train them."

Making 'Em Like New

(Continued from page 74)

finishing coat of paint. Follow the supplier's instructions carefully.

The car is now ready for whatever drying process is available.

Remove the masking tape and carefully touch up any portions missed by the spray.

When the job is dry, install the hardware, etc.

Repair procedure No. 2:

Spot repairing:

The end result of spot repairing depends upon the skill and knowledge of the operator doing the repair. In most cases, a more satisfactory repair may be obtained by finishing the complete panel involved.

Remove paint. Before sanding the surfaces to be painted, remove all traces of wax, polish and grease with a good wax and grease remover. Dry the panel with a clean cloth. If the car has been polished with a wax or polish containing silicone, remove the silicone base as instructed by the manufacturer.

Featheredge broken spots with coarse sandpaper. Treat any rusty metal with a metal conditioner. Follow the supplier's instruction

for removal of any remaining traces of conditioner.

Apply primer surfacer. Spot-spray bare and feathered edges with primer surfacer, reduced according to the supplier's recommendations. Permit each coat to become dull (after all thinner has dried off) before applying additional coats. Allow the final coat to dry the length of time specified by the supplier before sanding. Sand the primer surfacer according to recommendations. If any imperfections still show, smooth out with

spot glazing putty. Allow the putty to dry the length of time specified and sand the same as primer surfacer.

Sand the patches and the entire panel to remove scratches in the old finish and overspray. Wipe clean with a cloth dampened with enamel thinner.

Spray the area to be painted with one medium coat of a sealer, reduced according to the supplier's instructions. Allow to dry the length of time specified and, if necessary, scuff lightly with fine

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1 — Tube Chemical-Cure Fluid	1 — Tube Chemical-Cure Fluid	15 — 1½ x 3" Oval DILL'CO Patches
1 — Scraper Sticher	1 — Scraper Sticher	1 — Tube Chemical-Cure Fluid
TOTAL COST just \$3.50	TOTAL COST just \$3.50	TOTAL COST just \$3.50

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sandpaper to remove nibs.

Wipe the area with a tack rag and spray one mist and one wet finishing coat of paint according to the supplier's recommendations.

Remove the masking tape, etc., and allow the paint to dry according to the supplier's recommendations.

Removal of silicone polishes. All traces of wax and polish containing silicone must be removed from the painted surfaces before refinishing. Any paint surface suspected of having been treated with these substances should be treated as follows:

Spray enamel of any color on a small vertical area of the car that is to be refinished. If "fish eyes" or craters form on the surface of the sprayed area, silicone polish has been used.

The following procedure for removing silicone polishes from painted surfaces is recommended:

1.—Wash off the area to be painted with clean rags saturated with a known brand of silicone remover or good enamel thinner. Before the solution has a chance to dry, wipe off with clean, dry rags. Change the rags frequently. Do not re-use these rags anywhere in the shop, but dispose of them immediately. If the silicone residue from the rags gets on any refinished surface, "fish eyes" will result when the area is painted.

2.—Wet-sand the area with No. 320 sandpaper, then wash with water and dry off.

3.—Saturate clean rags with a silicone remover or a good enamel thinner and wipe off the entire sanded area.

4.—Change to dry, clean rags and remove any excess solution. Be sure that all accumulated polish is removed from crevices of drip rails, doors, moldings, etc.

The importance of keeping the

paint shop clean and free from the silicone materials on rags, clothing, or spray equipment cannot be over-emphasized. Do not use a spray gun to spray refinishing materials after it has been used to apply silicone polishes. Make sure that refinishing work is not done near any area where silicone or wax polishes are applied.

Repair procedure No. 3:

Polishing:

In cases where the paint condition calls for repair procedure 3, apply polish to the affected area as directed on the container.

Sells Today for Tomorrow (Continued from page 52)

and will allow every cent the old car is worth but no more, and that sometimes it is more satisfactory for the customer to sell his old car outright to a friend.

If the prospect still prefers that the company take the old car, the company makes him a price. The frequent reaction to the offered allowance is, "But So-And-So offered me a thousand dollars!"

The salesman lists for the prospect the exact model and series of the new car he is considering, on which the used-car allowance was based. After the customer has determined to go back to the dealer with the thousand-dollar offer (Berry probably has offered \$500 or \$600), the salesman hands him the slip.

"You take this," he asks the prospect, "and if you can get a thousand for your old car on this exact series and model, you take it, because you're getting a very good deal." He does stress that the prospect note not only the model and series but all extras included in the price listed by Berry and stresses that unless the competition offers

the same series, model and extras, the deal is not the same.

When the prospect leaves, he knows a lot more about car-buying than when he came in, and he is better equipped to deal with the man who uses high-priced allowances for old cars as a gimmick to interest and then to confuse the prospect.

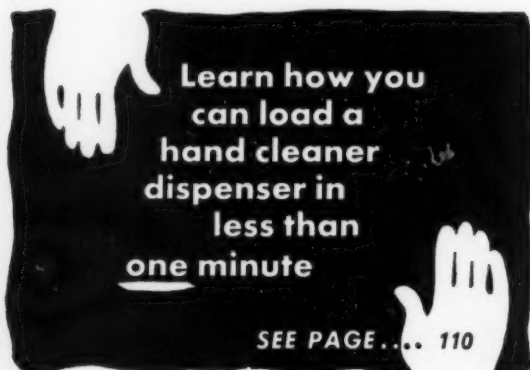
"In a great many cases where we advise the prospect to take the higher allowance offered, he comes back and buys from us," Berry declared. "He discovers for himself that the higher allowance had some strings tied to it."

The major percentage of the Berry car sales are to old customers—persons who are buying anywhere from their second to their tenth car from the company—and to sons and daughters of earlier customers. That is because Berry has consistently worked to build a favorable reputation as a good citizen and a good businessman. To do this requires not only serving the customer but taking part in civic affairs and the welfare of the community.

Berry believes that if car dealers would participate more in civic affairs they not only would profit more in the long run but would contribute toward building a better reputation for car dealers generally in the estimation of the public. He is active in chamber of commerce work, is a member and active in the Better Business Bureau, works in the annual United Fund drive and engages in Boy Scout affairs.

"I do these things because I like to do them and because I feel that it is my duty as a citizen to do my share of such work," he said, "and the inevitable result is that I help the reputation of my company."

He finds that how the company



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SEE PAGE... 110

GOOD OPPORTUNITY

To sell the Coats Tireman, America's Number One Tire Changer, and related accessories. We have a few good territories open for salesmen now selling automotive service equipment and accessories to automotive jobbers. Coats Tire Changers are nationally advertised and can be handled with your present lines.

We will interview you in your state. Write at once to Jack P. Hennessy Company, 12 Depot Square, Englewood, New Jersey.



Nelson K. Mintz (lower left corner) presides at the De Soto Factory-Dealer meeting held recently in Ponte Vedra Beach, Fla.

"Every dealer member is dealer-elected . . . that's why— the De Soto Factory-Dealer Council works for every De Soto dealer"

says Nelson K. Mintz, President, Nelson K. Mintz, Inc., Staten Island, N.Y.



Nelson K. Mintz, board chairman and past president of N. Y. State Dealers, Inc., and other dealer groups.

"The De Soto Factory-Dealer Council is unique," says Council Chairman Nelson K. Mintz. "Unlike similar groups in the industry, all of its 28 dealer members are elected by the dealers themselves. Not one is appointed by the factory."

"Through his own regional representatives, each De Soto dealer has a voice in the decisions that affect his own profit potential. That's why I believe De Soto dealers enjoy a better over-all relationship with their factory than any other group of dealers."

"Council decisions range from mutually beneficial changes in the basic franchise agreement to the introduction of the lower-priced Firesweep series, which has given every De Soto dealer greater market coverage and increased conquest-sales potential. The 'Sweep now accounts for 51% of all my De Soto sales."

"The future looks good to De Soto dealers because of the close cooperation between the dealer and the factory—resulting, to a large extent, from the De Soto Factory-Dealer Council."

IT PAYS TO BE A

DE SOTO DEALER

services a car after it has been sold is a vital factor in building repeat business, and for that reason the service department of the Berry organization is promoted constantly. "It is the only contact the customer has with the company after he buys his car," Berry said, "and what he thinks of the service department determines what he thinks of the company in general."

The service department maintains a card on each car purchaser and follows up by telephone to make sure that all cars come in for

their warranty checks and for service as needed beyond the warranty period.

Berry considers the service department so important in maintaining customer good-will that he sees that the new customer is properly introduced to the department at the outset.

After the salesman has completed the sale and the customer is waiting for his new car to be serviced out to him, the salesman asks the customer to go to the service department with him. Here the

salesman introduces the customer to Carl McQueen, and explains that as service manager McQueen wants to keep the car in proper condition, and that the customer will find the service manager always anxious to see that the car provides maximum performance. Thus the new customer does not feel like a stranger the first time he drives his car in for a warranty check.

The customer is not allowed to forget where he bought his car, not only because the service department keeps in periodical contact with him, but because the salesman does also.

Every 30 days, for several months after the customer buys a new car, he receives a telephone call from his salesman, inquiring how the car is operating and offering suggestions if the customer has a complaint. The salesman asks him to bring the car to the service department and explains that he will talk with the service manager so that he will be expecting the customer.

Although the dealership gets an occasional complaint, which it is able to adjust to the customer's satisfaction, the calls mainly are to impress on the customer the fact that the company does not forget him even though he already has bought his car. The contacts not only build tremendous company good-will but build up the salesman in the estimation of the customer. Because he appreciates the salesman's interest, he may pass along to him an excellent lead for another sale, and this is where Berry salesmen obtain some of their best new-car sales leads.

"As we see it," Berry said, "selling automobiles is an honorable, legitimate business—if we only will operate it as such. And in the long run I am convinced that operating on a high plane of ethics and integrity not only serves the customer but in the long run is the only profitable way to operate a business."

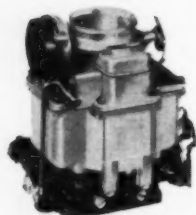
TorqueFlite Hits Million

Chrysler Corp.'s one millionth TorqueFlite three-speed automatic transmission was produced last month at the company's Kokomo, Ind., plant—three years after the plant built its first transmission. The unit, containing 350 major parts, first became available on the entire Chrysler line of cars with the introduction of the 1957 models of Plymouth, Dodge, De Soto, Chrysler and Imperial.

TWO FOR THE MONEY

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with an exclusive
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of Quality*

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100% Quality-Controlled! 100% "Flow-Bench" Tested under simulated operating conditions. 100% PRE-ADJUSTED for normal operation . . . SAVES VALUABLE INSTALLATION TIME! Champion-rebuilt Carburetors contain MORE and BETTER QUALITY New Parts by actual comparison. Guaranteed Same-as-New!



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Survey Says '59 Finishes Still Require Waxing

DEALERS and technical experts have found that manufacturers' claims that 1959 car finishes do not require waxing have been exaggerated, according to a survey.

This finding was contained in a paper presented last month at the 45th annual meeting of the Chemical Specialties Manufacturers Association by K. F. Parr and D. E. Whyte of S. C. Johnson & Son, Inc., Racine, Wis.

The paper pointed out that dealers are still advising customers to wax or polish their cars regularly. The car manufacturers' technical experts are "much more realistic than the advertising people about these finishes," the report said. These experts advise in their owner's manuals the same recommendations that wax manufacturers are making concerning car maintenance, it was said.

Controlled tests at Johnson's Wax on the new finishes and a survey of dealers and car owners concluded that waxing and polishing are necessary to protect new-car finishes because they eventually chalk and dull on exposure to sun and humidity. Although the finishes are more resistant than before to common stains from oil, grease, leaves and grime, these will finally make a car-finish dull so that ordinary washings will not restore a new-car appearance and this means cleaners and polishes will still be needed, the report stated.

Chevrolet Develops Chrome Cleaner

A COMPOUND said to restore badly rusted chrome and trim at low cost and designed to be applied during routine car washing has been developed by Chevrolet.

According to the company's service department, "Brush-Glo" combines safety and effectiveness. Being made available through Chevrolet dealers, it is a concentrated emulsified compound fortified with rust-dissolving and rust-inhibiting agents. Eight ounces is enough to refurbish metal work on two cars.

The material has also been found effective on die-cast metals, aluminum, brass, copper or alloys used on modern cars. The pasty compound is applied to trim with paint brush or rag, allowed to dry and then washed off. The solution

reportedly is harmless to the skin and will not affect paints.

Chrysler Appoints Kough Central Area Director

WILLIAM Kough, formerly Southern area sales manager for Chrysler, has been named director, Central area, according to E. C. Quinn, vice-president.

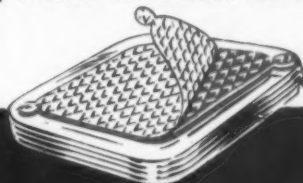
Kough joined Chrysler Division in New York in 1952 and in 1955 became regional manager in Washington, D. C. In 1956 he was named

Charlotte, N. C., zone manager for the corporate general sales office and early in 1958 became Southern area sales manager. He graduated from Duke University in 1942.

Other appointments announced by Quinn were: William C. Hanway, Jr., from vice-president in fleet sales to Dodge truck sales manager; Roger Welch from corporate sales promotion manager to administrative assistant to Quinn, and E. M. Braden from director, Central area sales, to director of Chrysler-Imperial sales.

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Circular louvers in the cooling unit may be turned individually to any point on a full circle distributing cool, cleaned, pollen-free air to every part of the car, assuring comfort for the driver and all passengers.

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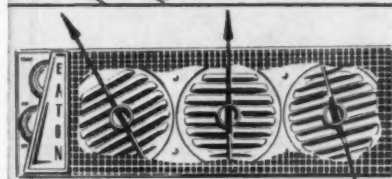
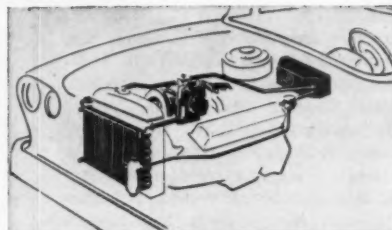
The desired temperature is obtained by turning a conveniently located dial on the control panel. Once the dial is set, the selected temperature is automatically maintained by thermostatic clutch control. No trouble ever from evaporator freeze-up with the Eaton Air Conditioner.

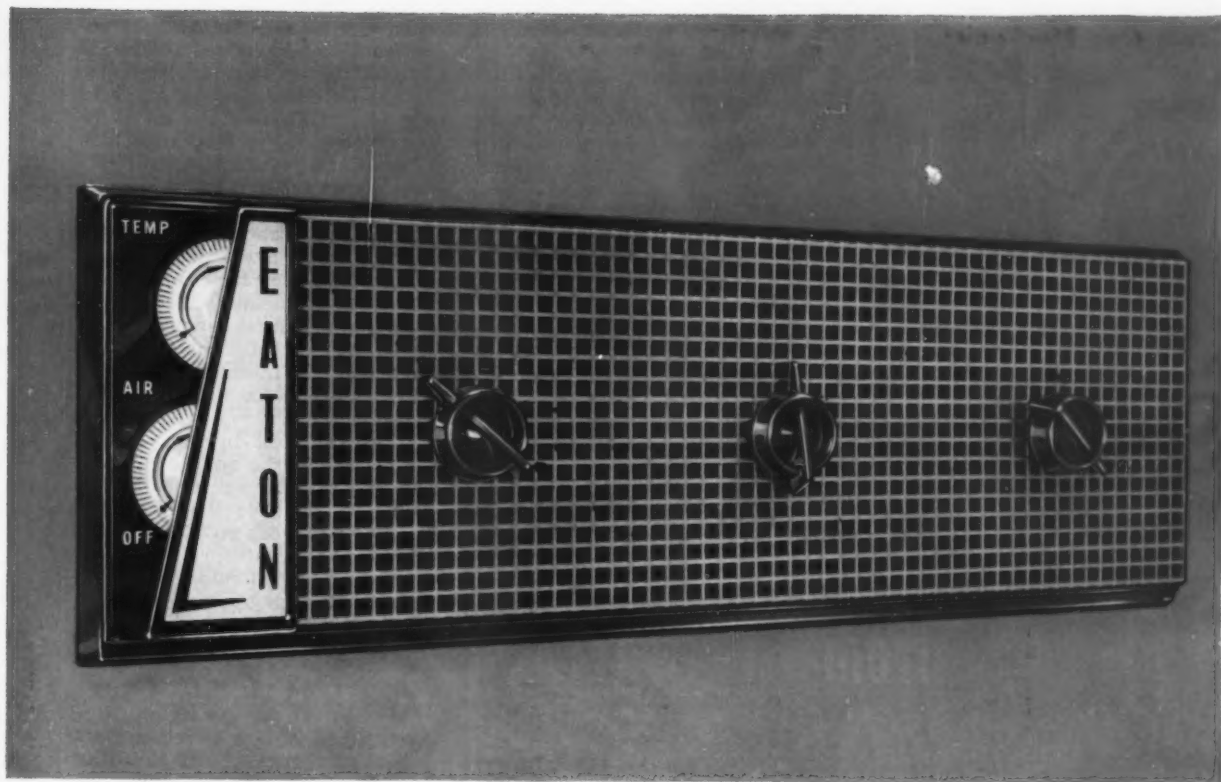
FULL-RANGE CONTROL OF AIR VOLUME

The "Air" dial is an off-on switch for the entire unit and also regulates fan speed. The built-in rheostat permits selection of air flow in any volume from "off" to maximum. Scientifically designed baffles eliminate any possibility of spray from condensed air moisture.

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EATON AIR CONDITIONERS are built to original equipment standards of performance and quality!

Now, for the first time, Eaton Air Conditioning Systems are available for dealer installation. The advanced design and features of this air conditioning system are the result of Eaton's many years of pioneering development as a supplier of original equipment air conditioning systems to leading motor car manufacturers. Eaton Air Conditioners include design and construction features which until now have been available only in original-equipment systems.

90-DAY SEASONAL WARRANTY INCLUDES BOTH MATERIALS AND LABOR!

Eaton quality construction makes possible the most liberal warranty agreement in the industry! Eaton Air Conditioning Systems and components are warranted to be free of defects in material or workmanship. In case of defect, units will be repaired or replaced without charge for labor or material in accordance with published warranty agreement.

FOR COMPLETE INFORMATION WRITE, WIRE OR PHONE!

LYNN & BROOKS
3055 Wilshire Blvd.
Los Angeles 5, California

LYNN & HEMPHILL
2116 N. Pearl St.
Dallas 4, Texas

This Smartly Styled Unit Takes Minimum Space, Adds to Beauty of Car Interior

ATTRACTIVE DEALERS' COST PERMITS COMPETITIVE PRICING OF THIS QUALITY UNIT.



Deluxe Display Available to Authorized Dealers

This attention-getting display in your store or shop will sell Eaton Air Conditioners for you.



Train Our Mechanics

(Continued from page 56)

dents?

Where will reading matter come from?

What night of the week is best?

How often each session and how long?

A dozen such questions will have to be answered.

Though I have had over 25 years of automotive maintenance experience with attendance yearly at factory schools, I find it necessary

to review my material, attending classes in subjects I teach.

I am also enrolled in an instructors' class given by a local wholesaler that tutors me in how to put my material over. Shop specialists who work on electrical systems, carburetion, exhaust systems, etc., supplement my instruction as well as the lectures on brakes, carburetors and fuels, front-ends and shock absorbers, etc., by factory representatives.

For the service shop seriously eager to come to grips with basic

theory, there may be the local vocational or high-school teacher in automotive maintenance equipped to handle elementary principles. I consider this aspect and its inclusion in the course very important. You will find student grasp of subject matter much better when elementary principles and experiments are presented.

We discover a wealth of material available through factories, distributors, the Automotive Electric Association and local suppliers—material that includes the basic elements of the internal combustion engine. Trade journals are of enormous help.

Once you start digging, you will be amazed at the quantity of new information you will unearth and bring to light. No shop will lack for items to work on. Delving into your own boneyards, you will come up with old generators, distributors, voltage regulators, carburetors, radiators—every item you need.

How to Start the Program

A shop can lay out its course in accordance with a correspondence school's program, or it can start as we did—with the most pressing problems at a certain time of the year. Once started, one topic will lead very naturally to another.

Our classes are conducted very much in standard classroom fashion of lecture, question-and-answer, reviews, supplemented with blackboard drawings and explanations in which all participate, and homework. Review sessions conclude each series of classes around a topic, with a grand over-all review at the close of the year.

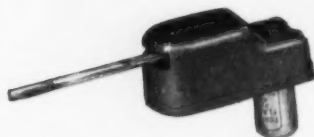
During bench work mechanics with long experience or advanced specialties assist with supervision and instruction as they move from one team of students to another. We have two mechanics with advanced training who assist.

Homework is assigned weekly. This is mainly reading matter in preparation for the following week's session, also with some review assignments on what has been covered in the topic. We do not assign reading material on future topics as it would be impractical.

Choice of day of the week is important. Monday evening is not good because the men are still recovering from the weekend break. Nor is Friday good because the men are tired. Middle of the week days like Wednesday or Thursday are more satisfactory. We try to keep the classes within a two-and-



RUST PROOF, CORROSION PROOF, DIE CAST LAMPS



TURN SIGNAL SWITCH WITH BUILT-IN FLASHER SOCKET

Four position operating lever—neutral, right turn, left turn, and emergency flashing of all four lamps. Two pilot lamps for positive check of signal Flasher right in switch housing for convenient replacement. Chrome or gray wrinkle finish, with stainless steel worm geared clamp for steering column attachment. Series B3800.

THE GRIFFIN LAMP COMPANY
Shelby, Mississippi

New thin design Griffin Lamps (die cast, not stamped steel) in chrome or lustrous black enamel finish. Each has $4\frac{1}{2}$ " diameter Lucite lens—over 14 square inches of total lens area—with concentric flutes for mounting in any position. Red or amber lens available. Lens screws (4) threaded into body of lamp—no retainer rings. Suitable for any size truck, they are also used as high intensity stop and tail lamps, or warning lamps.



a-half-hour limit, but enthusiasm has sometimes carried us into three hours. Generally speaking, late hours are avoided because it may overtire the men for work the following morning.

We have observed that teamwork around a problem on a generator or in ignition or carburetion in the classroom carries over into daytime problems arising on a job. The men coordinate their work better and they resolve a problem by recalling classroom discussion of theory and practice of the evening or week before.

We have found the classes making better all-'round mechanics of the men. The body specialist understands ignition now and carburetion, and the tune-up specialist knows welding and painting.

Most important, the men have gained an understanding of *why*. They know why a generator has to be taken off when it is taken off. *Why* has proven one of the most important factors in diagnosing and repair.

Moreover, in tying up their years of diversified experience with the newest changes and constantly developing American car, the men feel themselves on firmer footing with the appearance of each change.

If we can attribute our volume gain to the skill and greater efficiency that has come out of the course, I think we can add that this greater confidence has seeped through to our customers. When area volume dived because of severe weather, among other causes, our customers had the confidence in us to keep coming.

Any repair shop taking on a training school for the mechanics would have the same results, we are certain. To dealers I can only assert with conviction that a shop can sell more automobiles than your best salesman. The public is keenly seeking competence and genuine maintenance skill for its expensive cars.

The potential ahead for you is enormous.

Virginians Play Santa To Crippled Children

NEEDED equipment to add to the comfort and welfare of children at the Crippled Children's Hospital at Richmond, Va., was donated by these jobbers in the Central Virginia Automotive Wholesalers Association in the name of their customers:

Arthur's Electric Service, Inc.,

Automotive Wholesalers, Inc., Con-drey Motor Parts, Inc., B. T. Crump Co., Inc., Dixie Wheel Co., Inc., Dixie Wheel Co. of South Richmond, Inc., Goddin and Cay-ton, Inc., Motor Parts Corp., Park Accessory Supply, Inc., Richmond Auto Parts, Inc., Richmond Battery and Ignition Corp., Seventh Street Parts Co., Spear Auto Supply Co., Standard Parts Corp., R. H. Stoltz Co., The G. G. Moss Co., Inc., Virginia Automotive and Electric Corp., George C. Abbott T/A The G. G. Moss Co. of South Richmond.

Georgia Dodge Dealer Wins Quality Award

MACK E. Willis, general manager of Willis Motor Sales, Inc., Bainbridge, Ga., has been awarded a Quality Dealer award for outstanding performance as a Dodge dealer.

Willis, a former teacher and football coach at Douglasville, Ga., became associated with the dealership in 1950. He acquired an interest in the business and became general manager in 1954.

**Complete coverage helps you turn out
BETTER BRAKE WORK**

<p>WORLD BESTOS "BPF" dry mix molded <small>(Bonded Prescribed Friction)</small></p> 	<p>WORLD BESTOS "BGL" flexible molded <small>(Bonded Grid Lock)</small></p> 
--	--

WORLD BESTOS
BONDED BRAKE SHOE SETS
for Passenger Cars and Trucks

- Only World Bestos gives you complete coverage of cars and trucks with both "PF" dry-mix and "GL" flexible molded Bonded Brake Shoe Sets. World Bestos Bonded Sets . . . ready-bonded with the safest, most dependable brake linings made and ready-packaged for each type of car and truck . . . help you turn out *more* brake work and *better* brake work every day in the week!

Call your World Bestos Distributor
or write direct for new Bonded
Brake Shoe Catalog and Price List

**WORLD'S FINEST
BRAKE LINING**

WORLD BESTOS

**NEW CASTLE
INDIANA**

DEAL YOURSELF in on these

Here are two new Monroe package deals that offer you tremendous value, big volume and hefty profits.

\$41 PROFIT FOR YOU! IN THIS **P-D-6** ASSORTMENT OF **6 MONROE** **LOAD-LEVELERS***

You get the three most popular sets of the sensational new Monroe Load-Levelers in this assortment. These are the stabilizing units with built-in ride control for a level ride under all road and load conditions. Packed in a sturdy display carton.

PLUS!



21" x 32"

DISPLAY BOARD

You get this colorful, rugged display board with each P-D-6 Assortment. The board can be either wall mounted or displayed on the wire rack that comes with it. Hardware is included for mounting one Monroe Load-Leveler on the board.



ADVERTISED IN
LIFE
ADVERTISED IN
The Saturday Evening
POST

ORDER FROM YOUR JOBBER TODAY . . . Make these great new Monroe deals start paying off for you right away. They're all it takes to set you up as a ride control specialist . . . and each is the "good deal" you're looking for!

*Trademark

MONROE

World's largest maker of ride control products

New MONROE Money Makers!

Take your choice—or order both—
and deal yourself in on one of the
hottest profit opportunities in years!

FREE!



\$10 VALUE

Shock Absorber TOOL BOARD INCLUDING UNIVERSAL "NUT MASTER"



The ONLY TOOL That Will Cut Every
Size Nut Used on Shock Absorbers.

This complete set of shock absorber
tools comes free with each T-D-12
Assortment. These are top-quality tools
that'll come in mighty handy for many
jobs around your shop. In addition to
the "Nut Master", the set includes:

- Stem end extension—for easy installation
of shocks inside coil springs.
- Combination wrench— $\frac{1}{2}$ " box end and $\frac{9}{16}$ "
open end.
- Box end wrench— $\frac{3}{4}$ " and $\frac{9}{16}$ " box ends.



\$50 PROFIT FOR YOU!

IN THIS T-D-12 ASSORTMENT OF

12 MONRO-MATIC SHOCK ABSORBERS

Six pairs of Monro-Matic shock absorbers to fit the most
popular cars on the road. These are the famous, widely ad-
vertised shocks that are used on more makes of cars than any
other—both as original equipment and replacements. They're
packed in a sturdy shipper that doubles as a display carton.



TIME SAVERS

Holding Short Screws For Grinding Points

INSTEAD of trying to hold a set screw in the fingers for grinding a point on it, turn it head first halfway into a thick nut and then jam a long screw of the same diameter up against it for use as a handle.—Stanley Clark Service, Box 222, East Bradenton, Florida.

Fabricating a Device To Start Screws

WITH A rubber band and two paper clips, a device to start a screw, bolt or nut in a close place, can be quickly made.

If a screw is to be started, either slotted or recessed head, use a screwdriver of the proper type

and size, attach two paper clips to the blade end, as shown, and this improvised clip will hold the screw securely until it can be started.

To start a hexagon-headed cap screw in a close place, saw a slot in the head and start it, as described, with a screwdriver. The two paper clips project beyond the blade of the screwdriver suffi-



ently to hold the screw head firmly. The same means can be used to hold a cap screw firmly on the end of any wrench or socket until it can be started or inserted in the hole. Screwdrivers which hold screws are available everywhere, but none of these tools will hold every type screw, bolt or nut as this device will.—Glen F. Stillwell, 340 Ninth Street, Manhattan, California.

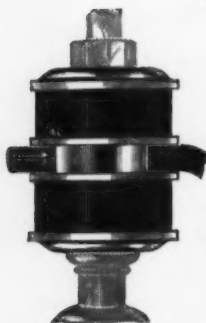
Installing Ignition Points On Late-Model Chevy

WHEN installing the late-type pre-assembled ignition points (Delco) on the '55 and '56 model eight-cylinder Chevrolets and some other cars, work the vacuum advance plate by hand and check the

5 BIG SERVICE NUMBERS

mean more profit jobs for you. These Champ-Items Replacement Parts, for chassis repairs and battery service, are going great guns.

The NYLON BUSHING does the trick—



No. 195 SHOCK ABSORBER UPPER BUSHING KIT, with 1/8" nylon bushing for 1957-58 Ford, 1957-58 Mercury and Lincoln and 1958 Edsel. List \$1.70 per kit.

No. 196 SHOCK ABSORBER LOWER BUSHING KIT, with 1/4" nylon bushing for 1957-58 Ford cars, station wagon and sedan delivery; 1958 Edsel. List \$1.70 per kit.



Get new 1959 Champ-Items Catalog...



No. 190 SPRING LEAF SILENCERS — made of bearing bronze. Fits Ford 1949-58; Edsel 1958; Chevrolet 1954-57; Hudson 1953-54; Nash Rambler 1952-55. List \$.25 each.

No. 191 SPRING LEAF SILENCERS — made of bearing bronze. Fits all Chrysler cars; Dodge; Plymouth; DeSoto, 1951-58; Pontiac 1954-56. Lasts life of car. Easy installation — not affected by oil or grease. List \$.25 each.

No. 180 BATTERY HOLD DOWN ASSORTMENT — Made of steel — VINYL COATED to prevent corrosion. 7 sizes fit 95% cars and trucks. Clamp can be placed in any bolt position on either ends or sides. Packed 12 assorted Hold Down sizes to assortment. List \$19.20 per assortment.

WRITE
TODAY



CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 14, Mo.

Serving the Automotive Service Trade for 31 Years

GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections will not be returned.

clearance between the longer pig-tail and condenser wire mounting bolt on the points and the end of the screw which holds the cap clip to the distributor body. In some cases these may touch and ground out the ignition.—Victor McGee, Bedwell & Cole Auto Service, 310 S. 7th Street, Mayfield, Ky.

Movable Oil Drain Speeds Oil Changes

ERECTION of a movable oil drain has reduced time required to drain oil from the crankcase and helped to maintain a better appearance of the greasing area for Koepp Chevrolet Co., Lavernia, Texas.

The drain is constructed of two-inch metal pipe in three main sec-



tions, the connections of the three sections being threaded and elastic.

The basic section is an upright pipe high enough to fit up under the car, and the movability of the unit, on a coaster, permits it to be moved to any spot under the car, front or rear. At the top of the upright pipe is a wide funnel. The draining oil flows into the funnel,

then down the upright pipe about one foot, where it drains into the second section, parallel to the floor, then on into the third unit, also parallel.

The far end of the third piece of pipe is attached to a section affixed to the wall of the greasing area. Oil flows from here into a short perpendicular section, onto a long parallel section near the floor and on out of the building into a sump dug for oil drainage.

The idea saves time, helps to keep the floor in better condition

and eliminates the necessity of manually handling the drained oil, points out E. O. Koepp, Jr., who constructed the drain.—Ruel McDaniel, Box 45, Port Lavaca, Texas.

Securing Head Bolts With Calk Compound

HHEAD bolts on some models must be removed and replaced with the bolt left in the head.

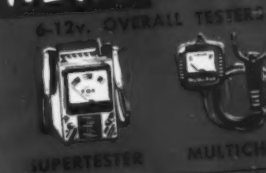
To prevent bolt from protruding and hanging on cylinder walls and water jackets, pack a small amount

PROFIT FROM MOTORIST'S NO. 1 ENEMY

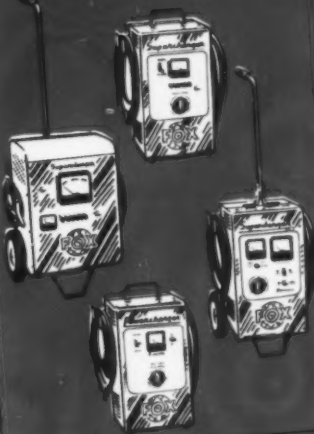
More than 13,000,000 road breakdowns were caused by battery or charging circuit failures in 1957. Regular testing will stop this terrible yearly waste of \$50,000,000. Regular testing will also give you a handsome profit in battery sales and charges.

Surveys show you will sell 1 battery and 4 charges every time you test 10 batteries. Fox Battery Servicing Equipment is the key to all these profits.

NEW! FOX CHARGERS AND TESTERS



SUPRECHARGERS AND POWERCHARGERS



FULL OF EXTRA FEATURES!

NEW, SPARKLING CHROME CASE FRONTS.
Give Fox equipment that "million dollar" look.

SILICON OR SELENIUM—5 YR. WARRANTY.
Your choice of rectifiers... both are fully protected and unconditionally guaranteed for 5 years.

6, 8, 12, 16 OR 24 VOLTS.
Charge anything that comes in: automotive, truck or highway equipment, bus, military or marine batteries. Today's special voltages will be standard tomorrow.

AUTOMATIC CUT-OFF.

All you have to do is connect to battery. Safetronic controls take over and automatically cut off when battery is fully charged. Electric timer cut-off models also available.

WARNING!

Beware of "bargain" charger claims. You can prove Fox superior charging ability by a simple test. Write us or your Fox Distributor for demonstration.

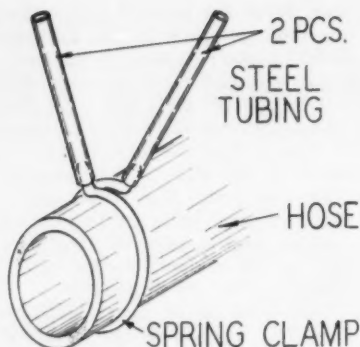
Write today for **FREE "Get Your Battery Checked" SIGN** and Profitable Hints on Battery Servicing. Fox Products Co., 4706 N. 18th St., Phila. 41, Pa.

FOX BATTERY SERVICING EQUIPMENT

of calking compound around the bolt and press into the head. This will hold bolt in place and will do no harm if left on after it is tightened.—Arthur Kay, c/o Sitton Buick Company, 38 Westfield, P. O. Box 1228, Greenville, South Carolina.

Using Steel Tubing To Open Clamps

RECENTLY I changed the heater hose on a late-model car. Wire spring clamps wrapped around the



hose had two ends projecting.

By slipping tubing over the ends, I found the clamps opened easily. Pliers can be used for this job, but the clamps tend to turn. For different sizes of wire clamps, different sizes of steel tubing must be used. — Frank M. LaGrange, 2234 Westwood Drive, Marion, Indiana.

To Facilitate the Removal Of Broken Axle Shaft

A PIECE of copper tubing and a length of stovepipe wire can make quick work of the sometimes frustrating job of removing broken axle shafts.

Use a 3' section of 1/4" tubing and thread stovepipe wire through it, making a slip loop on the end. Form the loop slightly larger than the shaft and at right angles to the tube. The tubing serves as a guide and makes it possible to place the loop around the shaft. By pushing on the tube and pulling on the wire, the loop can be fastened firmly on the shaft.—Archie Miller, Cargile Motor Company (Chevrolet-Oldsmobile-Cadillac), Fifth and Wood, Texarkana, Texas.

To Loosen Accelerator On Some New Cars

BECAUSE of extreme tolerance stack-up on some new-model cars, the accelerator linkage may be too tight at the joints and tend to make accelerators hang on these units.

When oiling fails, we apply valve grinding compound at the tight joints and work accelerator several times until it becomes free. Any remaining compound can be quickly removed with air. Re-oil joint and job is complete.—James D. Martin, Service Manager, c/o Jack Hughes Motors (Ford), 160 E. San Antonio, San Marcos, Texas.

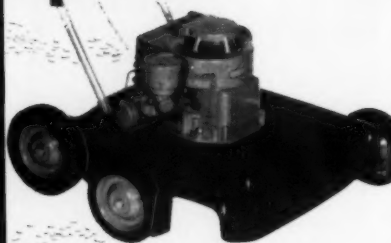
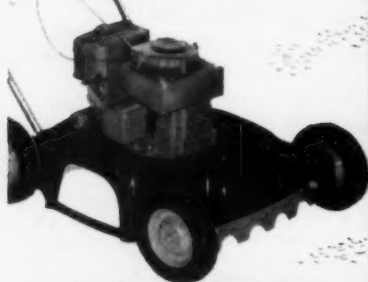
Tightening Baffles In Good Mufflers

VERY often good, sound mufflers are discarded because the baffles become loose inside and cause a loud annoying rattle.

We repair this defect by feeling the muffler before it gets hot to locate the spot where baffles are loose. We then insert a medium-sized metal screw and tighten securely. This makes a fast and lasting repair. — James D. Martin, Service Manager, c/o Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

Southland Mowers gives you 2 great lines for '59

dixie | **garden pride**



to BOOM Lawn Mower Sales!

20 MODELS — ROTARIES, REELS, SELF-PROPELLED
18 TO 24 INCH CUT — TO SELL AS LOW AS \$49.95 WITH FULL MARK-UP

DIXIE Here is the finest power mower money can buy. Offer your customers Dixie and you are offering them the "Cadillac" of the power mower field!

GARDEN PRIDE Garden Pride Mowers — sure Quality — Economy fire sales getters — look and operate like much more expensive mowers. Garden Pride will quickly become your quality price leader.

Dealers everywhere are now learning what Southerners have long known: There are no finer mowers built than Southland's DIXIE and GARDEN PRIDE!

Clip This Coupon Now For Greater Profits!

Southland Mower Co., Selma, Ala.

Gentlemen:

Please send me complete material including price list on DIXIE and GARDEN PRIDE Mowers.

Name _____

Address _____

City _____ State _____

"Stand-N-Start" Ntra-Grip handles enable you to operate mower while standing.



The E-Z-Duzit instant cutting height adjustment. Optional equipment.



Dixie's patented safety adapter prevents blade from coming off regardless of what it may hit.



It Is Unwise to Pay Too Much
... But Worse to Pay Too Little.

"When you pay too much, you
lose a little money. That is all.

"But when you pay too little, you
sometimes lose all, because the
thing you bought was incapable
of doing what it was bought to do.

"The common law of business
balance prohibits paying little
and getting a lot. It can't be
done.

"If you deal with the lowest bid-
der, it is well to add something
for the risk you run. And if you
do that you will have enough to
pay for something better."

—John Ruskin



You can pay less and you can pay
more . . . but you can't buy
better Ignition Parts than **ECHLIN** !

ECHLIN A PRODUCT OF  *Ignition*
ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN. • U.S.A.
ECHLIN IGNITION OF CANADA LTD. • 56 CONNIE ST. • TORONTO 15, CANADA

WORLD'S LARGEST INDEPENDENT IGNITION PARTS MANUFACTURER...and still growing!

Small-Town Dealer

(Continued from page 53)

The new building is 140' by 84'. It houses a service department which utilizes an area 120' by 60'. In young Koepp's opinion, the service department is probably the most important factor responsible for developing the business. The Koepps really sell their service department, not only to those who buy new and used cars from them but also to everyone with whom they come in contact. They have

found that the most consistent source of new-car sales is through the back door—the service department.

Here, servicemen work on straight salaries. They receive their pay on an hourly basis, with no bonuses or other incentives entering into the pay plan.

"We simply have found," explained young Koepp, "in building a small-town following, that we get and keep more reliable mechanics by paying a flat salary. We keep stressing to the men that it

is the customer who pays the salary, not the company, and that if the customer doesn't come back to contribute to future pay days, eventually there won't be any more pay days."

An accurate record of service business and each mechanic's work is kept. At monthly sales meetings with the eight shop employees these figures are read so that the men may compare their individual records with those of the others. Each knows that the company cannot consistently lose money on his work, and he also knows that if he steadily produces more volume than is covered by his wages, he will receive a raise commensurate with his ability. As a basis of calculating a man's worth, the usual 50% of labor is used. Each man can figure his importance to the company without being reminded of it by anyone.

The only incentive involved in the service department is a bonus paid to the service and parts managers, based on annual company profits.

Must Serve Every Need

"In a small town, we think it is highly important for the car dealer to offer every needed service to his customers," declared the senior Koepp. "The more often we can induce them to visit us for everything in the automotive line, the easier it is to sell them their next new car."

Pursuing this policy, the company encourages customers living outside the immediate community to telephone them to make appointments for service, so that a mechanic can be ready to get on the job immediately, thus making the customer's wait as short as possible.

Koepp was one of the first to install a gasoline pump in that area of the state. This contributed to the launching of his service station, which today is an integral part of the over-all automotive operation.

The company has handled the same line of tires for over 30 years and the tire sales average about \$1,000 a month. Batteries also contribute a steady monthly volume for the service station.

"We try not to turn down any request for automotive merchandise or service," said young Koepp. "Even though a request often involves considerable inconvenience, a dealer cannot afford to let them down when people have learned to look to him for whatever they

the only part that's left out of

The Engineered BRAKE PARTS LINE



POWER BRAKE PARTS AND KITS



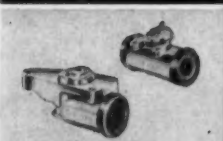
MASTER CYLINDERS



RIBBED CUPS



SAE SUPER BRAKE FLUIDS



WHEEL CYLINDERS

All you'll ever find in the Brake Parts Line is **Safety-Engineered Parts** designed for maximum stopability. Nothing has been left to chance—nothing has been left undone.

To insure your peace-of-mind and the safety of your customers, make sure you use **EIS—The Engineered Brake Parts Line!**

If you're interested in a continuous pattern of higher net profits, (and who isn't!), it will pay you to contact your **EIS Distributor**. Write for Catalog.

EIS AUTOMOTIVE CORP., Middletown, Conn.

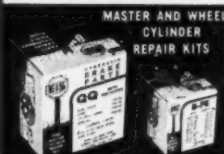
SEE US AT THE CHICAGO SHOW — BOOTHS 185 to 191



"E" Series CUPS



RIBBED SECONDARY CUPS



MASTER AND WHEEL CYLINDER REPAIR KITS



PLAIN CUPS

FILLER TYPE CUP



BRAKE CABLES

need in the automotive line."

For example, the company has, on occasion, repaired farm equipment for farmers who have been steady customers for years, despite the fact that the company handles no tractors and has no special facilities for farm machinery repair. It is an inconvenience, but the customer does not know it, and the company makes a point of never letting him know it.

The two owners make all car sales—300 of them last year—and yet they always seem to have time to have coffee with a customer and to discuss the weather with farmers or ranchers. They are able to maintain sales through liberal use of the telephone, by accepting the sales tips given them by old customers, and simply by making strangers from other communities feel welcome and confident that they will receive unhurried, "country-town" treatment in the Koepp establishment, whether they buy gasoline or a new car.

Aluminum Engine Is Coming (Continued from page 51)

mount by reason of weight. Not mentioned heretofore are the ease and speed in machining aluminum—factors that are appealing to manufacturers.

At this time it appears that we will have a few years to get acquainted with the engine under discussion. Then, who knows, the free piston engine could be ready as our next conquest of the right power to propel our future car down the superhighways of tomorrow!

Aluminum Engine Is Termed Safer, Less Expensive

AN ENGINEER representing the country's largest aluminum producer told an audience of manufacturers last month that aluminum can make tomorrow's cars safer and less costly to run.

James M. Smith, manager of the engine section of Aluminum Co. of America's Cleveland development division, told the Chemical Specialties Manufacturing Association at New York that although contemporary engines are better today than ever before, added weight and extra equipment require more gasoline to move today's cars.

"Aluminum engines," he said, "may reduce total auto weight by as much as 200 pounds. Naturally, a lighter car is easier to stop . . .

and easier to start. All this makes for economy of operation. A reduced braking distance can add a great deal to the safety factor of today's cars," he said.

"Alcoa has made extensive tests on fuel economy and engine efficiency using an aluminum head on an iron block," he said. "We found that this engine will run cooler than the all-iron unit, and can utilize a lower octane gasoline for the same compression ratio."

Better weight distribution, plus easier steering, are other ad-

vantages of light weight gained through the use of aluminum in automobiles.

Isherwood Dies at Bradenton

Wilson S. Isherwood, 77, who retired in 1948 as general sales manager of AC Spark Plug Division of General Motors, died Dec. 8 at Bradenton, Fla. He was AC's first sales manager, and held the post for 34 years. He was prominent in civic activities, especially in traffic safety.



How to give the best tune-ups in town ...at regular tune-up prices

No tune-up is really complete unless the carburetor is cleaned. But it costs more than most car owners will pay to pull, tear down, soak and reassemble a carburetor. Now you can clean the carburetor right on the engine in 20 minutes. Use GUMOUT and the GUMOUTER Service Kit. It's quick, easy, effective and inexpensive. With GUMOUT your tune-ups are the best in town!



Advertised nationally in Reader's Digest
and Saturday Evening Post

GUMOUT is available in pint and gallon cans and in 5 gallon pails. Diesel GUMOUT, made especially for use with diesel and heating oils, is available in the same sizes.

Call your distributor or write
GUMOUT DIVISION
Pennsylvania Refining Company
2688 Lisbon Road, Cleveland 4, Ohio



NOW A HAND CLEANER DISPENSER THAT LOADS IN LESS THAN 1 MINUTE!

New 5-lb. can of Mac's Waterless Hand Cleaner slips right on dispenser. Here's all you do:



Introductory offer:

Two 5-lb. cans Mac's Waterless Hand Cleaner and new slip-on dispenser \$7.11

Mac's Waterless Hand Cleaner can be used with or without water. Contains Lanolin... won't dry skin. Your NAPA or company jobber has it. Order now!

MAC'S
MAC'S SUPER GLOSS CO., INC.
Los Angeles 42, Calif. • Cincinnati 26, Ohio
DON'T WAX IT, MAC'S IT!

Dealers Expect More Net (Continued from page 48)

level of the '58 models. Net profit this new year should range about the same as in 1958, he added.

V. L. Yates reported net profit down 15% the final quarter of last year at Yates Motor Co. (Chevrolet), Pelham, Ga., because of the strike. His year wound up approximately 25% lower in net profit.

"A bad crop year in 1957 caused most of the 1958 decrease in business," he reported. Net profit from the '59 models was running about the same as for the '58s, while net profit in 1959 should run about 15% above the 1958 total, he said.

Net profit was down 50% for a small-town Georgia Ford dealer who said this last-quarter-1958 figure "will be better than any 1958 calendar quarter." He recorded some profit in 1957 but suffered a loss for 1958. He was managing to squeeze out \$100 more per sale of the '59 models than for the '58 models and predicted that 1959 net profit would be "much better."

An Oklahoma Chrysler-Dodge-Plymouth dealership listed the same net profit for the final quarter of 1958 as for the same period of 1957, but its net for all of last year was up by 15% from the 1957 level. While it was unable to increase the net profit from '59 unit sales over the '58s, the management predicted the net for 1959 would be better.

P. A. Bruce said that Bruce Motor Co. (Chrysler-Plymouth-Imperial), Kansas City, Kan., had experienced a rise of two per cent in net profit for the final quarter as "high-priced cars are moving

good," while net for the year was the same as for 1957. Strikes and production delays hindered the profit in the last quarter. This firm was getting \$100 more net profit per '59 unit than with the year-earlier cars.

Kingsport Tennesseans Spread Yule Cheer

INSTEAD of gifts to customers and friends at Christmas time, automotive wholesalers of Kingsport, Tenn., contributed \$400 to the Tennessee-Virginia Cerebral Palsy Center at Kingsport; \$500 to Kingswood School for Underprivileged Children at Tate Springs and a ten-ton rescue kit to the city's life-saving crew.

Participating firms were Auto Parts Co., Automotive Service & Supply, Counts Automotive Supply Co., Holston Auto Supply Co., J. A. McCurry Auto Parts and Holston Auto Supply Co. of Rogersville.

Oklahoma Training School Hires McGavock

LOYD McGavock, former shop foreman for a Stillwater, Okla., dealer for 18 years, has been added to the mechanic training program staff of Oklahoma State University's School of Technical Training at Okmulgee.

McGavock has held tune-up classes at Ada, Muskogee and Elk City, where jobber sponsors and students reportedly praised the quality and efficiency of both the instructor and the courses, according to the Automotive Wholesalers of Oklahoma.

Complete line of Citroen automobiles, to be shown for the first time in the South, includes the DS19, said to be the world's safest car, with air-oil suspension, power steering, brakes, automatic clutch and shift and automatic power lift and jack; the ID19, identical to the DS19, but with manual clutch, and the Dyna Panhard (pictured), which reportedly combines large-car comfort with sports-car control and performance, 40mpg economy and a price tag under \$2,000. An eight-passenger station wagon, as well as a six-passenger convertible, will also be shown.



1

FILTERS! Specially engineered, big-capacity filter screen does the job right! Eliminates need for ordinary fuel filter.

2

REGULATES! "Magic Mind" float action keeps carburetor fuel pressures equalized to factory recommendations. No flooding! No percolation! No matter what the speed or how heavy the pedal foot!

3

TRAPS! Special Magnet traps rust, fine metallic particles... for extra protection!

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Saves up to 20% on gas. Lessens engine wear. Cures engine stalling. Protects carburetor from undue wear. Cuts carburetor maintenance expenses. Reduces wear on fuel pump. Improves engine performance. Reduces gumming of pistons and valves. Stops percolating, vapor lock. Stops rough idling. Stops jerky acceleration. Filters fuel. Insures rapid starting. Prevents delayed action and jerk frequently experienced when sudden burst of speed is required. Magnetically traps iron oxides, rust chips, weld flakes, and ferrous metal particles!

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3 IN 1

THE FAMOUS MILESMaster MONEY BACK GUARANTEE IS TOLD AND SOLD THROUGH POWERFUL, CONSISTENT ADVERTISING IN:
Popular Mechanics, Motor Trend, Hot Rod, Car Life, Etc. and the **POST**

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Dept. 18, Chicago 19, Illinois
Rush FREE "The Truth About Fuel Pressure Regulators" and Dealer PROFITUNITY Program. No obligation, of course.

496 Write name, address in margin and mail NOW!



New "window-pack" carton with clear plastic-covered opening on top provides for quick inspection of condensers and rotors.



Now moisture-proof printed foil "picture-pack" offers corrosion protection plus easy identification of contact sets.



Now time-saving "tuck-fold-pack" offers convenient inspection of brushes and other individually packaged small parts.

NEW DELCO-REMY PARTS PACKAGES ARE EASY TO STACK, HANDY TO SELECT FROM STOCK—AND PERMIT FAST IDENTIFICATION OF CONTENTS!

Now you can get individual Delco-Remy replacement parts in three new plainly marked Delco-Remy packages. They're specially designed for easy stacking, quick identification of contents, and rapid selection from stock. And the parts are clean and ready to install when you need them. Here's why:

1 The "window-pack" has a clear plastic panel on top so you can quickly see the condenser or rotor it contains. You know you're getting the right part plus factory-fresh quality. And the "window-pack" makes a handy, attractive display on your shelves!

2 The brand-new "picture-pack" for contact sets, with an exact photograph of the contents on top, is foil-wrapped and heat-sealed to keep parts clean and dry. Package safeguards contact sets against oxidation and corrosion—makes identification sure.

And—

3 The new "tuck-fold-pack" permits quick and easy inspection of brushes and other small parts plus fast selection from stock. Individual packaging protects the contents and aids in handling.

Delco-Remy service parts are known and wanted everywhere for quality, dependability, and outstanding performance. Condensers, rotors, contact sets and other replacement parts are now available for *all* popular makes of American cars. Order them in the new parts packages from your car or truck dealer or the United Motors System.

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102 MODEL NUMBER INTERCHANGE—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

103 SAMPLES, BOOKLETS, AND CATALOG SHEETS—describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

104 VENTILATED CUSHIONS—Complete merchandising program on Kool Kooshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Kooshion line. Kool Kooshion Mfg. Co., Dyersburg, Tenn.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

112 SOUND SLIDE FILM—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

113 NEW BRAKES & TIPS ON TROUBLE SHOOTING—A 24-page Grey-Rock booklet giving service information on brakes used on 1958 cars including the self-adjusting brake used on Mercury and the new Edsel, and the total contact brake used on cars in the Chrysler Corporation line. Also includes trouble shooting information on brakes on all cars, including older models. Grey-Rock, Manheim, Pa.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—OH Consumption Booklet, American Hammered, 2002 Sanford Street, Muskegon, Mich.

116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE—Tools and illustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG No. D-200—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64-page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 NEW GRIZZLY BOOK—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227—Features a complete line of quality automotive electrical equipment mounted on effective "Business Getting" displays. This colorful 8-page catalog covers the entire field of switches, connectors, voltage reducers, etc. for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

122 TIRE RETRUBING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retribing right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL, HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breese Corp., Inc., 700 Liberty Ave., Union, N. J.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS—New 12 page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhaul Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

142 1958 MUFFLER CATALOG SUPPLEMENT—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill.

144 RADIATOR SERVICING EQUIPMENT—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

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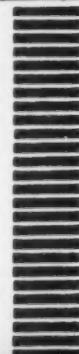
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146 HAND CRIMPING TOOL—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

149 TIRE & TUBE REPAIR MATERIALS are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

154 BLUEPRINT FOR PROFIT—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up.—Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

157 "FULL DOZER" CATALOG—Hydraulic and mechanical body tool catalog describing the new revolutionary method of pulling out body damage from exact point of impact. Blackhawk Mfg. Co., Dept. SAJ-pd., Milwaukee, Wis.

161 COMPLETE REBUILT LINE—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

162 BONDO SERVICE BOOKLET—ILLUSTRATED—Describes in complete detail application and uses of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

167 1958 HEADLAMP & SERVICING GUIDE—Includes information on following: 4 headlamp systems, aiming instructions,

installation instructions, servicing directional signals, lamp specifications on all domestic & foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

168 CRANKSHAFT GRINDER MANUAL—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AO Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

174 OIL SEAL POSTER—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

175 A-1920 SPARK PLUG SHOP MANUAL—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. D. Dwyer, AO Spark Plug Division, Flint 2, Mich.

177 A-2366 SERVICE TIPS BOOKLET—On spark plug removal and installation. D. Dwyer, AO Spark Plug Div., Flint 2, Mich.

178 A-2416 OIL FILTER INSTALLATION AND SERVICE MANUAL—D. Dwyer, AO Spark Plug Div., Flint 2, Mich.

179 A-2446 CHART—(In full color) Illustrating "What Your Spark Plugs Can Tell You About Your Engine."—D. Dwyer, AO Spark Plug Div., Flint 2, Mich.

180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts. Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices dimensions and carton quantities are given. Lamson & Sessions, Co., 1971 W. 85th St., Cleveland 2, Ohio.

181 WHEEL COVER CATALOG NO. 57—Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Namco, Inc., 338 21st Ave., Bellwood, Ill.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., 43 River Road, N. Arlington, N. J.

187 BRAKE PRODUCTS—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 2, Conn.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DE—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power

Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

189 GENERAL PAINTING INSTRUCTIONS—Form 5728 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8009 W. Chicago Ave., Detroit 4, Mich.

190 COOLING SYSTEM CLEANING—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoro-Purge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STF-5, Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

191 VMO GENERATOR—New 12-page generator, starter, and armature specification and application folder for passenger cars and trucks including 1958 models. The VMO System, Atlanta 18, Ga.

194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT—Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

195 1958 SALES "PORTFOLIO"—Contains catalog sheets on YANKEE'S new "Duet Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

196 AIR COMPRESSOR CATALOG—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various type of compressors, components and accessories. Ask for Catalog No. 734-2, Weaver Mfg. Co., Springfield, Ill.

198 SERVICE JACK CATALOG PAGE—Model WA-66, 1½-ton and 1¼-ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

199 20-TON CAPACITY FLOOR JACK CATALOG PAGE—Fulfills need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weaver Mfg. Co., Springfield, Ill.

200 FREE WHEEL LIFTS AND ROLL ON LIFTS CATALOG PAGES—Two pages gives dimensions, capacity and other pertinent information about these two Weaver products. Weaver Mfg. Co., Springfield, Ill.

201 TWIN POST LIFT ADAPTER REQUIREMENTS—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weaver Mfg. Co., Springfield, Ill.

205 HOW TO INCREASE ENGINE LIFE 90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 10, R. I.

206 THE SERVICE STORY ON SHOCK ABSORBERS—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 8044 W. Grand Blvd., Detroit 2, Mich.

209 EXTRA PROFITS WITH STEAM CLEANERS—20-page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 848, Coraopolis, Penna.

HELPFUL BOOKLETS FREE!

213 SHOCK ABSORBER CATALOG NO. 320-T-A—A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

216 "BEHIND THE SCENES"—Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

217 ROUGH IDLING—CAUSE & CORRECTION—4 page bulletin lists common causes of rough idling and points out corrective measures to be taken. Includes explanation of how and why gum forms in carburetor and what steps are necessary to remove gum deposits. Gumout Division, 2690 Lisbon Rd., Cleveland 4, Ohio.

218 BASIC SLEEVE ASSEMBLY SETS—New illustrated catalogue describes profit features and technical advantages together with specific set numbers and exact applications of BASIC MATCHED SETS for all popular makes of tractors and trucks. Basic Sleeve Associates, 2816 Commerce St., Dallas 26, Texas.

219 HOMESTEAD HOISTER—Folder describing truck and auto front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

221 HYDRAULIC JACK REPAIR KITS are explained in detail in a new illustrated folder on JACK PACK hydraulic jack repair kits. For your free copy write Jack-Pack Mfg. Co., 2115 N. Marianna Ave., Los Angeles 32, Calif.

222 "WHAT PRICE QUALITY?"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

223 DEGREASING EQUIPMENT AND CLEANING COMPOUNDS—Full information included in our catalog sheets for every automotive or industrial usage. Practical Mfg. Co., 2840 4th Ave. S., Minneapolis, Minn.

225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION—Four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

226 OIL LEAK DETECTOR—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11081 Shoemaker, Detroit 13, Mich.

228 ENVELOPE STUFFER—Describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N. J.

230 SIOUX TOOLS—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 8100 Lowell Avenue, Sioux City 2, Iowa.

232 NEW MUFFLER TOOL INFORMATION—Tool cuts through mufflers without use of chisels, saws or torches. Made of light weight construction, it fits from 1½" to 2½" pipe. Muffler Products Corp., 2808 Crawford, Houston 4, Texas.

235 THE TRUTH ABOUT TUBELESS TIRE REPAIR—Booklet based on 200,000 actual on-the-road test miles. Explains in detail the things that happen to a tubeless tire when it is punctured and describes the only safe, sure method of repair. By reading this booklet and making the repairs as described in it, you can guarantee that your patch will last the life of the tire. H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

236 INSTALLATION OF SHOCK ABSORBERS—Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

241 BRAKE SERVICE MANUAL—A 16-page booklet giving complete instructions on servicing and installation of brake shoe assemblies in domestic and foreign passenger car and truck brake assemblies. Imco Mfg. & Sales Co., 10 E. Lafayette Ave., Baltimore 2, Md.

243 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS—12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

244 SPARK PLUG INSPECTION CHART—Form No. M-1433—A full color chart that can be tacked or taped up onto walls showing both normal and abnormal appearance of spark plugs plus tips on how to get top performance from spark plugs. The Electric Auto-Lite Co., Toledo, Ohio.

246 ARMATURE TOOLS—Catalog sheet gives full details on hand operated armature undercutter and armature turning tools. Also includes feature of growlers and testers, distributor holding clamps, armature vice jaw pads and generator pulley puller. Newnan Machine Co., P. O. Box 737, Providence 1, R. I.

247 ELECTRIC ARMATURE UNDERCUTTER AND POLE SHOE SPREADER are described in this catalog sheet. Available from Newnan Machine Co., P. O. Box 737, Providence 1, R. I.

248 "BRINGS YOU A 100% PROFIT"—Catalog sheet describes rubber brake adjusting hole covers and the attractive display cards on which they are mounted. The plugs are easily sold with each grease job and fit all models of cars and truck using Bendix brakes. Newnan Machine Co., P. O. Box 737, Providence 1, R. I.

249 SUPERCHARGER INFORMATION—4 page test report gives full details on superchargers designed to fit all makes and models. Unique in construction, it receives its power from an electric drive motor. Oberhausen Engineering Corp., 2777 Ashford Rd. N.E., Atlanta 19, Ga.

251 NEW EATON CAP CATALOG—Illustrating and describing Eaton radiator pressure caps, fuel tank caps, locking gas caps, oil filler caps and the new Eaton cap and cooling system tester. Also catalog-sheet showing special cap combination offers, and new Eaton cap merchandiser display rack which acts as an "automatic cap salesman" and saves time in checking inventory and ordering fastest moving items. Eaton Mfg. Co., Stamping Div., 17877 St. Clair Ave., Cleveland 10, Ohio.

252 REVOLVING LIGHTS—Colorful brochure describes in detail the revolving colored lights for use on wreckers, am-

bulances and other emergency vehicles. Trippie Mfg. Co., 133 N. Jefferson St., Chicago, Ill.

257 RUBBER PRODUCTS—A Condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

262 OIL FILTER SELLING AIDS—Wix O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

267 AUTOMOTIVE BEARINGS—Catalog 50-CB—a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as ColmaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy—16-page, 8½x11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

323 BRAKE LINING—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Beatos Corp., P. O. Box 846, New Castle, Ind.

340 OIL, AIR, FUEL AND WATER FILTERS—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

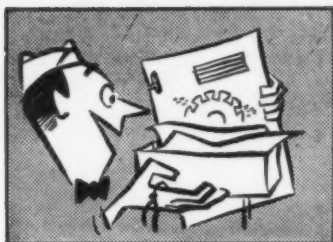
345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Eis Automotive Corp., P. O. Box 701, Middletown, Conn.

347 INTRODUCTION TO POWER STEERING—Complete explanation of powersteering principles and advantages. 12 page booklet fully illustrated and diagrammed. Monroe Auto Equipment Co., Monroe, Mich.

361 NEW "QUICK REFERENCE" GAS KET CATALOG—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

370 EMEROL MFG. CO.—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 242 W. 69th St., N. Y. 23, N. Y.

410 NEW AIR BRAKE MAINTENANCE BULLETINS—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.



NEW PRODUCTS AND CATALOGS

600—Brake Shop Set

"Heavy-duty" mobile brake shop set, including its "Model 3000 Safe-Turn" brake drum lathe, "Model 2000 Safe-Arc" brake shoe grinder and other accessories to handle passenger cars, light trucks and most medium-truck work, has been announced by Ammco Tools, Inc., 2100 Commonwealth, North Chicago, Ill.

The heavy-gauge steel mobile bench can be moved with "fingertip



control," it was claimed, allowing work anywhere inside or outside the shop. Shelf space is provided below with work space above on the masonite-covered top.

Want more info? Use coupon on page 115 and you will get it!

601—Battery Tools

Introduction of redesigned battery tools has been announced by Ken-Tool Mfg. Co., 768 E. North St., Akron 5, Ohio. The tools—combination battery post cleaner and cable terminal spreader and cleaner, battery cable terminal puller and battery pliers—may be purchased separately or in a complete kit.

The puller is made of forged steel and is claimed to have great gripping power. The battery pliers are forged from chrome-nickel alloy steel and heat-treated for durability.

Want more info? Use coupon on page 115 and you will get it!

602—Fuel Pump Chart

A 17" by 22" wall chart showing original and "Capac" fuel pump application numbers, alphabetically listed for all car and truck models from 1937 through 1958 in open-face numerals for quick, easy reading accuracy, plus a column showing minimum and maximum pressure in pounds when testing fuel pumps on

engines, has been published by Wells Mfg. Co., Fond du Lac, Wis.

Want more info? Use coupon on page 115 and you will get it!

603—Chassis Lube

"Molysulfide" chassis grease, which reportedly reduces wear on passenger-car steering assemblies by 38% and suspension points by 26%, when compared with conventional quality grease, has been announced by Climax Molybdenum Co., Division of American Metal Climax, Inc., 500 Fifth Ave., New York 36, N. Y.

Product also is said to reduce squeaks and noises, as well as front-end shimmy and vibration, by providing a continuous, smooth lubricating film for the full life of a normal grease job.

Want more info? Use coupon on page 115 and you will get it!

A NEW "LO-LOW" PRESSURE GAUGE

(STARTING AT ONE POUND)

From
ACME

... One of the *ORIGINATORS* of the pencil-type gauge.

- To be used on any applications requiring extremely low pressure.
- Four-sided white nylon bar with black numerals.
- Beautifully chrome plated.

PARTICULARLY USEFUL FOR AIRLIFTS

No. 521
1 to 16 lbs.
in ½ lb.
units

ADDITIONAL ACME
PENCIL-TYPE GAUGES
ALL WITH
NYLON BAR

ACME
for Accuracy
SINCE 1915

ACME AIR APPLIANCE Co., Inc.
205 NEWMAN STREET • HACKENSACK, N. J.

No. 505 - Calibrated from 5 to 50 lbs.
Particularly designed for tractor use.

No. 509 - Calibrated from 5 to 50 lbs.
For passenger cars and general use.

No. 520 - Calibrated from 20 to 120 lbs.
Particularly designed for high pressure use.

Write today for our complete new catalog

HOW GOOD ARE YOU?

Test your Chronological Perspicacity...

THE PROBLEM: HOW MANY TIMES DO THE HANDS OF A CLOCK MAKE A RIGHT ANGLE IN A 24-HOUR PERIOD?

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

3-J

604—Tire Changers

Electric-power (illustrated) and hand-operated tire changers, featuring a double-bead breaker said to be easier to use and more compact for all tires from 12" through 17½", have been announced by Bishman Mfg. Co., Osseo, Minn.

Built onto the machines, bead breaker pulls forward into operating



position easily, while extendable handle provides powerful leverage, it was claimed. Both beads may be broken at one time or one at a time, as required, by a flip of a lever. Wide-circle breaker shoes reportedly roll both beads off and drop them into

center well with one stroke. Other features include a self-centering wheel chuck which operates on the rim and allows the mounting and demounting of tires on disc-less rims.

Want more info? Use coupon on page 115 and you will get it!

605—Steering Wheel Puller

Removal of the steering wheel from the shaft of any present-day American-made car is facilitated by "No. 615" puller, which has been introduced by Zim Mfg. Co., 3047 W. Carroll Ave., Chicago 12, Ill.

A removable shoe is held in place on the end of the screw by a spring-pressed ball and is adapted to engage the top of steering wheel shaft. A projecting rim prevents it from slipping. Slots in puller admit ¾" cap screws.

Want more info? Use coupon on page 115 and you will get it!

606—Windshield Solvent

A "non-foaming" windshield washer solvent for electric pump washers has been announced by United Motors Service Division of General Motors, Detroit 2, Mich.

Added to water, "Delco Solvent" creates a solution that reportedly will not stain car finishes, helps dissolve and remove road film, bugs and grime and leaves windshields clear without spotting. It also assures antifreeze protection in washer jar.

Want more info? Use coupon on page 115 and you will get it!

607—Battery Service Kit

A service kit of battery hold-down bolts and nuts has been introduced by Dorman Products Inc., 5757 Mariemont Ave., Cincinnati 27, Ohio.



It includes nine sizes of bolts from 5/16" x 5¼" to ¾" x 10" for Chevrolet, Ford and Chrysler products. All items

are available for refill in standard packages of 25. A diagram on the lid of the orange metal box shows application, part number and location of each item.

Want more info? Use coupon on page 115 and you will get it!

608—Degreaser

"Degreas-Master," a self-emulsifying, self-scouring degreasing concentrate containing "Detergene" for fast penetration, has been announced by Rust Master Chemical Corp., 56 Creighton St., Cambridge, Mass.

Product is brushed or sprayed on and sluiced off with water. All grease, dirt and oil disappear into a clean, milky solution that floats down drain without clogging, it was claimed. Concentrate cleans all types of engines, machine and metal parts, car and tractor chassis and bodies.

Want more info? Use coupon on page 115 and you will get it!

WE PUT A WHOA TO HER NO-STOP WOES!

GEE, I'M HEADING FOR TROUBLE! I JUST CAN'T STOP WHEN I'M SUPPOSED TO!

NO KIDDING! THAT CAN BE A PROBLEM.

WELL, THERE'S ALL KINDS OF SCREECHING, PULLING...AND EVERYTHING!

THERE CERTAINLY SHOULDN'T BE!

NO, SIR!

SEE THIS CHICAGO-RAWHIDE SEAL? WELL, IT STOPS WHEEL BEARING GREASE FROM GETTING THROUGH TO YOUR LINING. AFTER WE RELINE THE BRAKES WE INSTALL BRAND NEW C/R SEALS. THEY PROTECT YOUR WHEEL BEARINGS AND YOUR BRAKE LINING...

...AND YOU GET A LOT OF EXTRA MILEAGE OUT OF YOUR BRAKES. BY THE WAY, DID YOU KNOW CAR MANUFACTURERS RECOMMEND THAT YOUR WHEEL BEARINGS SHOULD BE REPACKED PERIODICALLY...AND NEW OIL SEALS INSTALLED!

BOYS, YOU'VE SOLD ME. BY ALL MEANS MAKE IT A BRAKE RELINE...AND THOSE CUTE LITTLE C/R SEALS!

IT'S ALL TRUTH 'N NO POETRY, MA'AM.

WHICH SPARKS ME TO SAY THAT WITH YOUR KNOWLEDGE AND MY BRAINS WE COULD WIN A BUNDLE IN CHICAGO RAWHIDE'S "COMPLETE-STRIP" CONTEST!

609—Inspection Instrument

A magnetic inspection instrument to detect surface cracks in heads and blocks, before and after repairs are made, has been introduced by Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

"Model 711 Electro-Test" is compact and portable and can be used in



any location where 110-volt current is available. All winding used in inductors is formed with heavy "Form-var," said to be highly resistant to abrasion.

Want more info? Use coupon on page 115 and you will get it!

610—Tire Balancer

Gravity balancer for locating light spot on buffed tire carcasses before they are capped, as well as for balancing retreaded tires, has been announced by Rotary Lift Co., Division



of Dover Corp., 1054 Kansas St., Memphis 6, Tenn.

On the balancer, heavy spot on tire carcass rotates by gravity to the bottom, leaving light spot at top where mark can be indicated for splicing. After retreading is completed, tire is again mounted on balancer and light spot marked for valve stem.

Want more info? Use coupon on page 115 and you will get it!

611—Fabric Cleaner

A fast-acting, all-purpose cleaner for quickly removing spots and stains of oil, tar, gum, grease, fresh paint, etc., from all types of fabrics, has been announced by Spray Products Corp., Box 584, Camden 1, N. J.

Product contains chlorothene, has no flash or fire point and reportedly is safe to use when directions are fol-

lowed. Pressurized container eliminates loss through spillage or evaporation.

Want more info? Use coupon on page 115 and you will get it!

612—Power Wrench

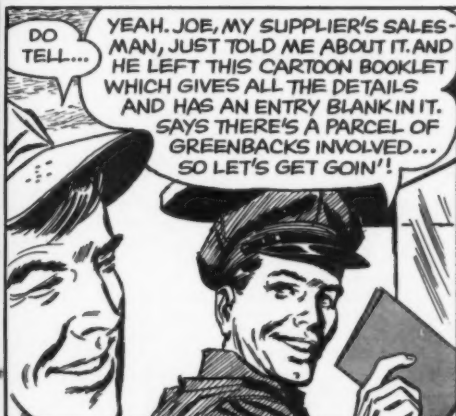
"Model 320," a $\frac{3}{4}$ " power wrench with 90 lbs. of air pressure at the tool, has been introduced by Albertson & Co., Inc., 3100 Lowell Ave., Sioux City 2, Iowa.

Rating at 700 foot-pounds of torque is said to be outstanding for



the size of wrench. Operator does not experience usual pull as wrench impacts, according to the company, with the result that less vibration and shock are carried back to operator from the impacts.

Want more info? Use coupon on page 115 and you will get it!



HAVE FUN!

Win up to \$1000!

ENTER THE CHICAGO RAWHIDE

"COMPLETE-THE-STRIP" CONTEST!

CHICAGO RAWHIDE
SERVICE SALES DIVISION
ELGIN, ILLINOIS

GET THIS CARTOON BOOKLET WITH THE ENTRY BLANK IN IT FROM A SALES-
MAN TODAY. OR IF YOU ARE VISITING HIS
STORE PICK ONE UP FROM HIS COUNTER
WHERE IT IS ON DISPLAY. CHICAGO
RAWHIDE WILL ALSO SEND ONE
TO YOU IF DESIRED. WRITE TO
CHICAGO RAWHIDE, SERVICE
SALES DIVISION, ELGIN,
ILLINOIS

NOTE: YOUR JOBBER SALESMAN IS CARRYING A SUPPLY
OF ENTRY FORMS, TOO. ASK HIM FOR AS MANY AS YOU
NEED...OR WRITE US DIRECT, SERVICE SALES DIVISION,
CHICAGO, RAWHIDE MFG. CO., ELGIN, ILLINOIS.

Change Truck Tires *EASIER* with **JOB-DESIGNED KEN-TOOL QUALITY BEAD LOOSENERS**

Free frozen beads quickly with exclusive Ken-Tool Bead Looseners. They provide greater leverage . . . loosen the most stubborn truck tire beads quickly, easily.



SEE YOUR JOBBER on the complete line of *Job-Designed Ken-Tools*. Forged by the largest exclusive manufacturer of top-quality Tire-changing Tools and Equipment. **THE KEN-TOOL MFG. CO., AKRON 5, OHIO.**



613—Air Pressure Gauge

"No. 521," a "lo-low" pressure gauge calibrated from 1 to 16 lbs. in ½-lb. units, has been introduced by Acme Air Appliance Co., 205 Newman St., Hackensack, N. J.

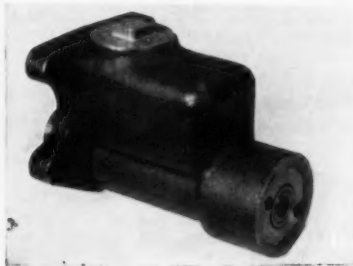
Said to be particularly accurate for air lifts and all other uses where very low pressures are involved, the pencil-type gauge is chrome plated and has a white nylon swivel bar calibrated on all 4 sides with black numerals. Other pencil-type gauges manufactured by the company include the "No. 505," particularly designed for liquid-filled tires; "No. 509," calibrated from 5 to 50 lbs., and "No. 520," calibrated from 20 to 120 lbs. All have white nylon swivel bars with black numerals.

Want more info? Use coupon on page 115 and you will get it!

614—Power Brakes

Power brakes said to effect easy, safe, smooth stops with very little pedal pressure, available for all makes of cars from 1952 to current models where cylinder is mounted on fire-wall, have been announced by Stage Matic Co., 4426 Vine St., Denver, Colorado.

Easy to install—purportedly requiring less than 30 minutes and no spe-



cial tools—the system functions 100% whether motor is running or not and is not affected by intense heat, cold, water, high altitudes or rough roads, according to the company. Also said to be safer on ice, snow and wet pavements, brakes operate independently and do not affect efficiency of the engine.

Want more info? Use coupon on page 115 and you will get it!

615—Wrecker

A semi-heavy-duty wrecker, designed for mounting on any 1½- to 2-ton cab and chassis with heavy-duty springs and four-speed axle, to handle all passenger cars and most medium trucks, has been introduced by Ashton Sales, Inc., 1701 W. LaFayette, Detroit 16, Mich.

Boom is designed to telescope to any length up to 169", making it possible to reach over damaged vehicle and lift it from its position, thus preventing damage that results from dragging. Standard specifications are: winch, 22½ tons with ½" cable, 300' long; full rear controls and telescopic boom extending from 109" to 169"

with variable height of 0 to 80°. A separate winch controls the height of



the boom with or without a load. Wrecker body is offered in a choice of styles and constructions, according to the company.

Want more info? Use coupon on page 115 and you will get it!

616—Upholstery Cleaner

A pressure-dispensed automobile upholstery cleaner, said to provide excellent cleaning action on plastic, woven synthetics and leather, as well as deep-pile cotton and wool, has been introduced by S. C. Johnson & Son, Inc., Racine, Wis.

Foam is dispensed directly on the upholstery surface from the push-button container, with no need for mixing and agitating with water, according to the company. The 16-oz. container reportedly produces enough foam to clean the upholstery in an average car.

Want more info? Use coupon on page 115 and you will get it!

617—Square Drive Extension

A ¾" square-drive extension (in 3", 6" and 12" lengths), designed especially for close-quarter work, has been introduced by Bonney Forge & Tool Works, Alliance, O.

Shape of the male end allows a slight swivel movement of the socket,



making it possible to bypass obstructions, the manufacturer said.

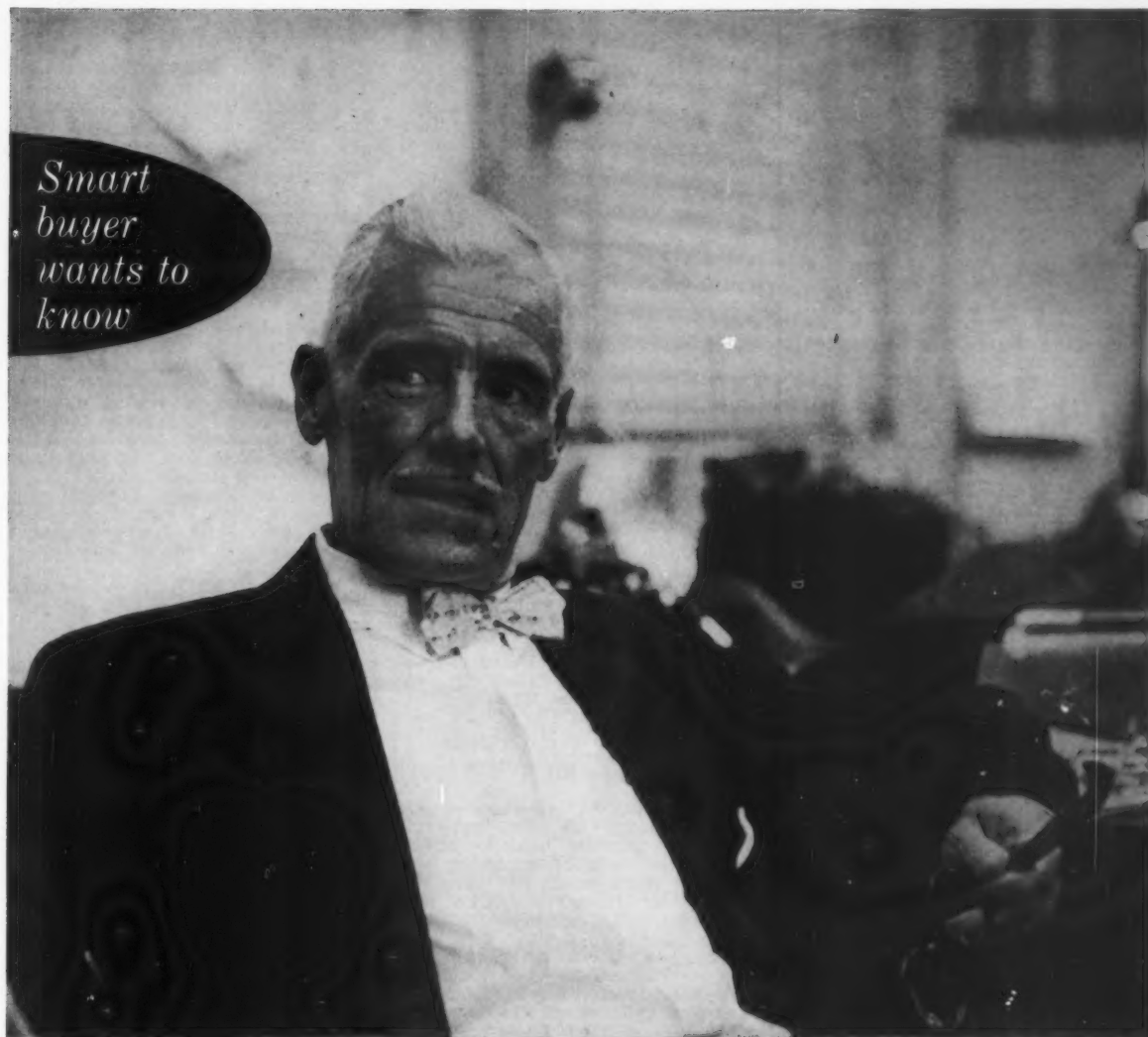
Want more info? Use coupon on page 115 and you will get it!

618—Hoist Conversion Kit

A grease rack hoist conversion kit, which converts conventional rail hoists to frame contact hoists, has been announced by Beverly Equipment Sales Co., 9000 W. Olympic Blvd., Beverly Hills, Calif.

"Lift-Rite" consists of 4 passenger-car adapters and 4 truck adapters, said to be easily installed in minutes to provide safe frame contact on domestic and foreign cars and light trucks. Wheels drop free from fender wells, permitting easy access for all under-car repairs, it was claimed. Simple instructions are included with each kit.

Want more info? Use coupon on page 115 and you will get it!



"Must I stock so many different mirror models?"

No! Not really. Yankee has a complete line of mirrors ranging in price from \$2.95 to 10.85. Each mirror is distinctively styled to provide "eye and buy" appeal for your customers.

Don't confuse your customers with 20 different numbers when only 10 or 12 rightly styled, realistically priced mirrors will more than satisfy all their needs.

Sell Yankee! The mirror with the "Life-of-the-Car" guarantee.



YANKEE METAL PRODUCTS CORPORATION, NORWALK, CONNECTICUT

At the show...or at home see these new Yankee hits.



No. 503, specifically designed for your fast growing market... the small car.



No. 559, in red, yellow and blue Yankee box.



The all new "Turnflex" Signal System with the 1,000,000 cycle switch.

the big 3

... in PLASTIC FILLERS

by UniCan

FASTEST SELLERS
EASIER TO WORK
EASIER TO SHAPE
EASIER TO FINISH

Plastik with 4

SUPER-FAST

... Sets in 4 minutes, ready to sand!



Plastik with 7

FASTER OR SLOWER SETTING

... Sets in 7 minutes, ready to file ... can be power-sanded up to 10 hours after application. Comes with only 1 tube of hardener ... Minimum Dust!



Plastik with 10

Ful-Flex

THE FULLY FLEXIBLE FILLER

... Bends and Moves with the Metal!



EASIEST WORKING FILLERS AVAILABLE!

NON-TOXIC ... SAFE

NO CONTAMINATION!

SUPER-SMOOTH!

WILL NOT SHRINK, CRACK, BLISTER OR POP OFF!

Developed by J. C. O'Donnell

The Originator of Plastic Fillers

UniCan plastics co., inc.

Main Offices and Plant — Shrewsbury, Mass., U.S.A.

West Coast Plant, Union Pacific Corp.

1346 West 15th St., Long Beach, Calif.

Canadian Plant, Union Plastics (Canada) LTD.

241 Duke Ave., Montreal East PQ.

619—Adjusting Set

"No. 130" distributor-carburetor adjusting set, consisting of a flexible cable adjusting tool with reversible bit, plus a magnetic distributor cap "window holder," has been announced by K-D Mfg. Co., Lancaster, Pa.

The 1/8" hex end of reversible bit is for contact points on Delco-Remy



external adjustment distributors. Standard screwdriver end is for carburetor adjustment on late models where a solid screwdriver cannot reach. Over-all length is 18 1/2". Sleeve on cable end slides forward to hood screwdriver bit. Guide marks on plastic handle measures turns.

Want more info? Use coupon on page 115 and you will get it!

620—Air Horn Kit

"Mighty Midget" air horn electric remote control kit with universal mounting brackets, said to permit easy, quick installation on any size car and small truck, has been announced by Grover Products Co., 1233 South Hope St., Los Angeles 15, Calif.

Available for 6- or 12-volt systems, kit has chrome twin horns which are audible a mile away, it was claimed. Pressure is supplied by a replaceable half-pint cylinder of Freon said to give up to 1,000 loud blasts.

Want more info? Use coupon on page 115 and you will get it!

621—Lamp Chart

Its 1959 lamp chart, featuring identification of all makes and models of cars on which the new GE "Suburban Headlamps" can be used, a cross-reference index of lamps that can be used on foreign cars and a listing of all lamps used in all domestic cars and the more popular trucks, has been published by Miniature Lamp Department, General Electric Corp., Nela Park, Cleveland 12, O.

Want more info? Use coupon on page 115 and you will get it!

622—Brake Service Manual

Brake service manual, designed for use by any installer, regardless of brake lining he installs, containing complete information on all brake repair and installation tasks, plus ten supplementary pages for its previously-released brake shoe identification manual, has been published by Grizzly Brake Division of MarPro, Inc., 700 West Carolina St., Paulding, O.

Want more info? Use coupon on page 115 and you will get it!

623—Acrylic Primers

Three colored "Mid-Seal" primers for use under and over acrylics, lacquers and enamels, said to have excellent adhesion quality, color hold-out and uniformity, have been announced by Zac-Lac Paint & Lacquer Corp., 350 Simpson St., Atlanta, Ga.

Packaged ready to spray, they reportedly require no sanding and no reduction. They are available in quart, gallon and 5-gallon containers.

Want more info? Use coupon on page 115 and you will get it!

624—Ratchet Repair Kits

Complete repair parts for its 1/4", 3/8" and 1/2" drive ratchets, in kits of 4 for the same size ratchet, mounted in polyethylene bags on an 11 1/2" by 3" card for display, have been introduced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles, Calif.

Each kit contains a wheel-plug, 2 dogs, a lever, a cam, 2 springs, a cover plate with 2 screws, and a small diagram showing how repair can be made.

Want more info? Use coupon on page 115 and you will get it!

625—Seat Cushion

A full-seat Coolie car cushion for three-passenger seating in both front and back seats has been introduced by H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

Maximum air circulation is effected by 1 1/8"-diameter coils, which are



galvanized and locked in position. The cushion is available in four colors in tweed and stripe patterns on plastic-coated fabrics.

Want more info? Use coupon on page 115 and you will get it!

626—Flasher Control Units

Two models of a heavy-duty universal alternating flasher for operating high-candlepower emergency lights and safety sound systems, as well as other warning devices, have been announced by R. E. Dietz Co., 2225 Wilkinson St., Syracuse, N. Y.

Flasher is of the power-relay type and is magnetically operated. It has a capacity of 15 amperes, DC current, and in normal operation reportedly makes and breaks the electrical circuit 75 times per minute, for intermittent flashing of warning lights, blowing of horns or ringing of bells. Units require no lubrication or upkeep of any kind and will give an alternating signal when wires are connected to both terminals or an on-off signal when connection is made to only one terminal. All terminals are on the outside of case for easy access.

Want more info? Use coupon on page 115 and you will get it!

627—Turn Signal Switch

Pushbutton switch for turn signals and 4-way flashing for use primarily on commercial vehicles and over-the-road carriers, said to be as simple and wear-proof as an electric light switch, has been introduced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, O.

"L" button turns left lights on; "R" button, right lights, and both buttons



flash all 4 signals in roadside distress. "C" button cancels. "KD 723" reportedly has few working parts—nothing to wear out—and the manufacturer offers a lifetime guarantee against trouble. The lamps in the company's rear "Class A" turn signals become stop lights when brakes are applied and taillights at night.

Want more info? Use coupon on page 115 and you will get it!

628—Wiper Blade

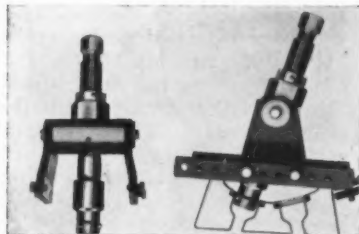
A 15" windshield wiper blade, featuring a stronger superstructure and replaceable rubber element—latest addition to the "Anco Red Dot Turtleback" line for wrap-around windshields—has been introduced by The Anderson Co., 1075 Grant St., Gary 40, Ind.

Blade reportedly "quick-fits" all 1959 General Motors cars. When operating under 15 ozs. of pressure, as recommended by highway safety authorities, it delivers cleanest possible full-pattern wipe without danger of stalling or scratching the glass, according to the company.

Want more info? Use coupon on page 115 and you will get it!

629—Valve Seat Puller

Valve seat puller, which reportedly will pull all valve seats from 3/4" to 3 1/4" I.D. in head or block regard-



less of angle at which they are set, has been announced by Bishman Mfg. Co., Route 2, Osseo, Minn.

Want more info? Use coupon on page 115 and you will get it!

630—Battery Chargers

Two battery chargers for over-all testing on both 6- and 12-volt batteries, without prodding individual cells or connecting any wires, have been announced by Fox Products Co.,

4720 N. 18th St., Philadelphia 41, Pa.

"Model 592" is controlled by electric timer, while "Model 593" determines charging time automatically. "Supertester" built into each model reportedly permits fast, accurate testing for amount of charge in battery, the battery's condition under a load built into the tester, and car charging system. Variations from normal can be detected instantly, it was claimed. Other features include a silicon rectifier, pushbutton controls and chrome front panels. Output is 100 amps at 7.4 volts, 50 amps at 15.5 volts.

Want more info? Use coupon on page 115 and you will get it!

631—Preserving Compounds

Compounds for cleaning, brightening and revitalizing leather, leatherette and vinyl plastics, as well as rubber products, have been announced by "X" Laboratories, Inc., 25 West 45th St., New York, N. Y.

"Leather Coat" is a fast-drying, pliable compound, said to give excellent coverage, restoring the "new look." It will not crackle or harm texture, the manufacturer said. "Rubber Coat" cleans, revitalizes and preserves all rubber products, restoring base material to its original resiliency without cracking or pulling.

Want more info? Use coupon on page 115 and you will get it!

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CAR DIVISION

Mercedes-Benz
300SL (shown)



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Jaguar 3.4
Jaguar Mark VII
Jaguar Mark IX
Jaguar XK140
Jaguar XK150
Karmann Ghia

M G A
M G Magnette
Mercedes Benz 190
Mercedes Benz 190 SL
Mercedes Benz 219
Mercedes Benz 220S
Mercedes Benz 300 B & C
Mercedes Benz 300 D
Mercedes Benz 300 SL
Metropolitan
Morris Minor 1000
Opel
Peugeot
Porsche
Renault

Rolls Royce
Simca
Sunbeam Rapier
Vauxhall
Volkswagen Commercial
Volkswagen Sedan
Volvo
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GUARANTEES YOU
"SPECIALIZED" QUALITY**

rmc has specialized, for a half century, in making nothing but valves for the automotive industry. That's why **rmc** valves give more mileage and better performance under every operating condition. Take advantage of this "Specialized" quality—insist on **rmc** valves.

COMPLETE COVERAGE VALVE TRAIN PARTS

VALVE SPRINGS	ROTATOR VALVE
VALVE LOCKS	KITS
VALVE GUIDES	VALVE SPRING
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Warehoused in all principal cities. Sold by leading Replacement Parts Wholesalers everywhere.

FOR INFORMATION
WRITE TO

RICH MANUFACTURING CORP.
BATTLE CREEK, MICH.

Shops Plan Raises

(Continued from page 47)

dealer planned no change in his \$4 scale inaugurated last July 1. His shop volume was down ten per cent because "we eliminated considerable credit business and many customers did not have the money." Shop business should be up 20% this year, he said.

An Oklahoma garageman said his shop volume was down 20% because "mines in this region are down." He looked for a rise this year but planned no change in his \$3 labor rate.

"Regular customers" maintained volume at the same level for Boone's Garage, Foley, Ala., said Albert Boone. Shop business will probably decline ten per cent this year, he calculated, and he planned no change in his \$3 labor rate.

Alfred Rahe reported shop business up 25% for Rahe Motors (Oldsmobile), Fredericksburg, Texas, and he anticipated a ten per cent rise this year. His labor rate of \$3, set up in 1954, will be raised, he said.

To Keep \$2.50 Rate

The \$2.50 labor rate for a garageman at Wichita Falls, Texas, won't be raised, it was reported. His volume hasn't changed in two years and 1959 should bring no change, he added.

"More old cars on the road" accounted for a ten per cent climb in shop business for Clare Generator Service, Salina, Kan., said Ralph Clare. Volume should rise that amount this year, he said. He'll maintain the \$3 labor rate inaugurated last January.

"Widespread unemployment" was blamed by a Houston, Texas, garageman for his business drop of 50%. It should rise 50% this year, though, he said, but he'll not raise his \$4 labor rate, in effect since June 1950.

"High rate of unemployment" was credited with the 20% shop drop at Crowell Chevrolet Co., Jaeger, W. Va., by President C. C. Francisco. Volume will likely be off 20% this year, but the \$4 labor rate effective since Jan. 1, 1955, will be raised.

"Lack of unemployment in the coal fields caused our shop volume to drop," he said, "but not as bad as new-car sales. For instance, in the first ten months of 1957 we sold 56 new and 121 used cars, compared with 11 new units and 35 used in 1958.

"In order to keep our mechanics

we will have to raise our flat rate to \$4.50 per hour to meet the wage scale paid miners in the coal fields, which they will receive after Jan. 1, 1959."

L. Flowers Hamrick, veteran Ford dealer of Greenwood, Miss., classified his five per cent as "just normal increase" by his shop. He anticipated a rise of ten per cent this year. The \$3.50 labor rate effective since June 1955 will likely be raised, he said.

Another Mississippi Delta dealer reported the same rise in volume at his Dodge-Plymouth shop because "folks want to take care of their cars." He looked for this year to bring an increase of 7.5%. The \$3.50-\$4 labor rate in effect there since 1956 won't be changed.

The rise of 3.8% in shop volume at Lamar Chevrolet Co., Paris, Texas, this year was credited to "raise in flat rate" by E. G. Herrman. The \$4 rate was installed December 1957 and no raise was expected this year. Shop business this year should climb five per cent, he calculated.

Shop Volume Reported Off

Shop business was off three per cent at Mutual Motors (Cadillac-Oldsmobile), Columbia, S. C., reported Service Manager T. M. Johnson. No change in volume was anticipated this year. No alteration was contemplated in the \$4.50 labor rate in use there since July 1957.

Charles Grimsey said that "direct mail and aggressive service salesmen" accounted for the 2.6% shop volume increase at Rea Keech Buick (Buick-Opel), Baltimore, Md. The new year should see shop business climb by three per cent and no change was expected in the \$4.50 rate installed in June 1956, he said.

A small-town Mississippi Chrysler-Dodge-Plymouth dealer reported shop business up 25% and he figured the same rise for this year. The mechanical rate of \$4 installed last year won't be increased, he said.

Being situated directly in front of a huge paper mill—where business has been good—helped Cullendale Motor Service, Camden, Ark., to chalk up a ten per cent climb in shop business last year. This should increase by 18% this year, it was estimated. No change was planned in the \$3.50 labor rate effective since January 1956.

Garageman Albert Johnson of Cameron, Mo., said his volume was up last year and he expected a continued incline in 1959. The \$2.50

rate in force there for "years" will not be changed.

"Better merchandising, better crops and more efficient service personnel" brought a ten per cent rise in shop business for Meadors-Stewart Co., Clovis, N. M., said Max I. Meadors. Business this year should climb five per cent. The labor rate of \$4 has been effective since 1957.

The approach of new industries to one New Mexico city was encouraging one General Motors dealership to consider raising its labor rate from \$3.50. Shop volume in that area should rise ten per cent, it was estimated.

"Price increase in everything" caused the ten per cent climb in business of Union Garage, Houston, Texas, according to E. H. Daniels. No change in volume was expected for 1959 at this shop, where the \$4.50 rate was started last January.

A small-town Maryland Ford dealer listed the same shop volume, although he reaped a "large amount of body and fender work." Business should be up 15% this year. No change was planned in the \$3 rate.

"Increase in population and good

service" brought the 15% rise in business for Williams Sunoco, Orlando, Fla., said Arnold Williams. This additional amount should prevail this year. The labor rate has been \$3 since January 1955.

A small-town Missouri Chevrolet dealer reported shop volume up 25.4% and his expectation that this year would see an increase of 15%.

G. H. Duncan said the \$3 labor rate at Duncan's Garage, Ripley, Miss., would be raised "provided the automobile dealers will go along with the independent shops."

His shop volume was the same as for 1957, but he expected the '59 total to exceed '58 by ten to 15% if weather conditions are better than in '58.

Houston Wholesalers Play Santa to Handicapped

SUBSTANTIAL donations made in the names of customers and friends of automotive wholesalers of Houston, Texas, brought Christmas cheer to the Houston Center for Blind Children and the Cerebral Palsy Treatment Center.

Participating firms were Althaus Motor Parts, Arlla's Auto Supply, Beard & Stone Electric Co.,

Fred Collins Co., Inc., Dewey & Hendrix Auto Parts, Johnny Frank's Auto Parts Co., King Center Auto Supply, Knigge Automotive Supply, Lester Battery & Electric Co., Jos. F. Meyer Co., Milam Supply Co., Inc., Moore Bros. Electric Co., Motor Machine & Supply Co.

Neumeyer Motor Parts, Inc., Ochterbeck Distributing Co., Inc., The Pruitt Co., Roeder's Auto Supply, South Texas Parts & Machine, Standard Parts Co. of Houston, Straus-Frank Co., Tom Taylor Motor Supply Co., Truck Parts & Equipment, Inc., Wahlberg-McCreary, Inc., and Weaver Motor Parts.

Johnson City Jobbers Help Mental Health

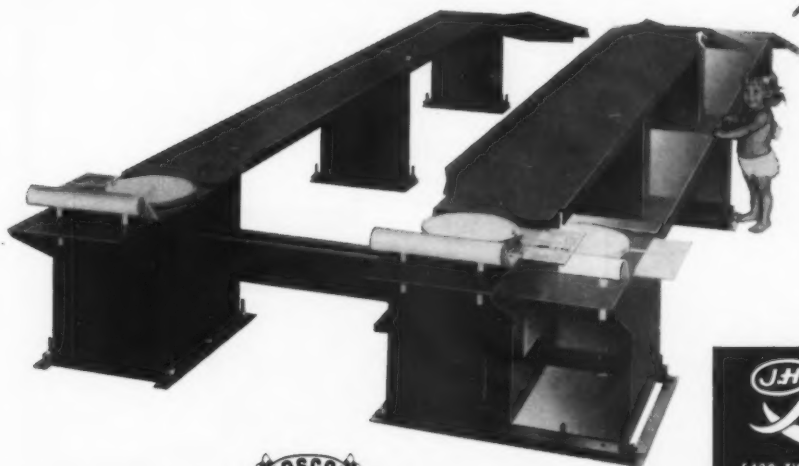
A CHRISTMAS donation in the names of customers and friends was made to the Mental Health Clinic of Johnson City, Tenn., by the following automotive parts firms of that city:

Automotive Electric Co., Auto Parts Co., Bates Auto Parts, Motor Parts Co., Motor Supply Co., Range Auto Parts Co. and Southern Auto Supply Co.

Now you can handle any car

- FOREIGN CARS • SPORT CARS •
- ALL AMERICAN CARS AND PICKUPS •

Bender "ADJUST-EASY" Alignment Rack



Adjusts to any tread width in 20 SECONDS!

- Left side is mounted on roller bearings and guide rails—locks in position
- Removable cross beam for full under-car accessibility
- Fits types as well as floor models
- Pays for itself twice as fast

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5430 TWEEDY BLVD. • SOUTH GATE • CALIFORNIA
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"REPRESENTATIVES" INQUIRIES INVITED"



Production at this new home of John Rogers Co. engine re-manufacturer serving the Southeast from Atlanta, is expected to attain 200 daily by June from the present 120, according to John Rogers, a past president of the Automotive Engine Rebuilders Association. This plant embraces 40,000 square feet of space situated on a four-acre site and an older facility utilizes 30,000 square feet. Re-manufacturing for wholesalers began

in 1954 with 5,000 square feet of space. The factory, now serving 348 jobbers and expected to add 100 in this new year, employs 141 persons. Seven tractor-trailers keep the output moving to distributors in the area east of the Mississippi River and south of the Ohio River. These views show the exterior and a portion of the assembly line with the dynamometer testing area appearing in the rear of right photo.

Jobber News

(Continued from page 63)

Barrett Appoints Three

Three divisional sales managers recently appointed by Barrett

Equipment Co., St. Louis, Mo., are: David E. Dion, West Coast division; Robert H. Aller, Central States division, and Byron B. Baie, East Coast division. All three have been associated with the company for some time in sales and service activities, as well as in technical brake service training for the user.

Refill Filter Names Klier

Refill Filter Co. of Newark, N. J., has appointed G. Walter Klier, 3166 Maple Drive, N. E., Atlanta, Ga., factory sales representative for Alabama, Florida, Georgia, North and South Carolina, Tennessee and Virginia.

Brake-Cyl-Lube



- Insures smooth cup movement in wheel cylinders
- Protects ends of cylinders from rust and corrosion

Handy Plastic Squeeze Bottle
ONLY 60¢

Quart Refills \$1.50

Display Carton
of 12 bottles \$7.20

Order from your
Jobber Today!

Visit our Booth B112
I.A.S.I. Show
February 20 & 21

TRU-TORQUE
Otto-Items, Inc.

1200 Reco Ave. • St. Louis 22, Mo.

Jack Relax'n



**SAVE
MONEY!**
REPAIR IT
NOW WITH

**HYDRAULIC JACK
REPAIR KITS &
JACK OIL by**

jack-pack

Write for NEW ILLUSTRATED BROCHURE

JACK-PACK MFG. CO., 2115 No. Marianna Ave., Los Angeles 32



ORDER FROM
YOUR JOBBER!



This solid truck load of tire patches for Herman J. Downey & Sons, Birmingham, Ala., being loaded by H. B. Egan Mfg. Co., Muskogee, Okla., typifies the growth over the years from the small beginning of the Alabama firm. A quarter of a million hot patches alone were included in this load.



Tarheels and Timken Cited by NSPA

CITATIONS for outstanding contributions to the automotive service industry were received last month by the North Carolina Automotive Wholesalers Association and The Timken Foundation of Canton, O., from National Standard Parts Association.

North Carolina was cited for a greatly expanded trade and industrial education program. Plans call for the erection of 18 industrial education centers in the state, each with a new and expanded automobile mechanics training program with from \$20,000 to \$30,000 equipment for each school. A number of the schools are under construction and near completion and instruction reportedly will be available to both adults and selected high school students shortly.

The citation to Timken Foundation, set up by the Timken Roller Bearing Co., was for its grant of \$150,000 to the New Philadelphia, O., public schools to complete an automotive shop and to purchase equipment for various vocational shops in the school.

Eight Southerners Join NSPA Ranks

EIGHT Southern wholesalers recently elected to membership in National Standard Parts Association are:

B & B Auto Parts, Deming, N. M.; C & T Auto Supply, Portales, N. M.; Farmington Auto Supply, Inc., Farmington, N. M.; Motor Supply Co., Alamogordo, N. M.; Murphy Auto Parts, Inc., Washington, D. C.; Norton-Russ Automotive Co., Burlington, N. C.; Wagner Gear Co., St. Louis, Mo., and Whizz Auto Parts Co., Pikeville, Ky.

Membership was reported at an all-time high.

Everhot has been added by Al Jones & Co., Tampa, Fla., according to Senior Partner Al Jones, Sr.

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in quality...
in profits!

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BOOTH D-29

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TUNGSTEN CONTACT MANUFACTURING CO., INC., North Bergen, N. J.

President of Garagemen to Address NSPA Meeting; Profit Panel Set

RAY J. Campbell of Denver, Colo., president of the Independent Garage Owners of America, will be among speakers at the annual convention of National Standard Parts Association at Hotel Sherman, Chicago, Feb. 15-17. His subject will be "What Merchandising Clinics Mean to IGOA."

NSPA is an allied member of IGOA, which has units in 32 of the 49 states and a membership exceeding 4,000.

A panel presentation on "Profits in Merchandising Clinics" will precede Campbell's address. Participants will include Wm. "Bill" Hedges of Bill Hedges Auto Parts, Portsmouth, Ohio, as moderator, and Francis Lee of Northern Auto Supply Co., Marshfield, Wis., Sylvan J. Mack of M & L Motor Supply Co., St. Paul, Minn., and Carl Sachs of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa.

Other speakers will include:

Victor L. Toft of Sidles Co., Omaha, Neb., "Fifty-Nine Is Profit Time;" Edward Gammie of Victor Mfg. & Gasket Co., Chicago, chairman of the NSPA unification committee, who will discuss "Unification;" J. M. "Jack" Heffelfinger of Boozer-Test Management Service, Indianapolis, Ind., "Sales—Costs—Profits."

Wm. J. Barron of Barron Motor Supply, Cedar Rapids, Iowa, will speak on "Operational Profits;" Harold T. Halfpenny, NSPA legal counsel, "Legally Speaking," and J. L. "Jack" Wiggins, executive vice-president of NSPA, "Activity Report."

Bill Gove of The Bill Gove Or-



IGOA President Campbell

ganization, Coral Gables, Fla., will highlight the Feb. 17 luncheon session with a special presentation emphasizing valuable facets of selling techniques and applications. This will be a return engagement for this extremely popular speaker.

NBC Commentator Alex Dreier will address the luncheon session the preceding day.

The annual membership reunion will be held in the Assembly Room of the Sherman starting at 4:30 p. m. on Sunday, Feb. 15. The annual membership banquet will be staged in the Sherman's Grand Ballroom the next night. The hotel's Crystal Room will be the scene of the sixth annual meeting and reunion of the Young Executives Club of NSPA from 4 to 7 p. m. on Feb. 17.

Registration for the International Automotive Service Industries Show, to be held Feb. 18-21 at Navy Pier, is scheduled from 9 a. m. to 4:30 p. m. Sunday and from 9 a. m. to 5 p. m. the next day.

A special luncheon for the ladies has been arranged at The Kungsholm—famous for its food—at noon Wednesday, Feb. 18. The famous Puppet Opera will be the featured entertainment.

John Reynolds, a vice-president of Straus-Frank Co., San Antonio, is president of NSPA. In commenting on the program he asserted: "The time has come for automotive wholesalers to elevate their sights to the making of 'sales for profit' rather than 'sales for volume.' Topflight speakers who will appear on the convention program have been requested to offer constructive suggestions that will help make the year of 1959 'Profit Time' for those in attendance."

Sealed Power Elevates Banta

Appointment of William B. Banta as sales manager of American Hammered Automotive Replacement Division of Sealed Power Corp., replacing R. F. Dusenbery, who resigned, has been announced by R. E. Murbarger, vice-president in charge of sales. Son of the late W. O. Banta, pioneer in the automotive parts industry, Banta has been associated with Sealed Power for the past 16 years in various capacities.

Chicago Rawhide Ups Atwood

Clifford L. "Cliff" Atwood has been named manager for service sales of Chicago Rawhide Mfg. Co., according to Phelps Wilder, vice-president and director of sales. Formerly Pacific Northwest district manager for service sales and O.E.M., Atwood will assume responsibility for development and promotion of the company's automotive and industrial oil seals, as well as other products which it manufactures.

National
WHEEL COVERS
See Your Jabber—Write for Catalog



NAMSCO, Inc.
BELLWOOD ILLINOIS (Chicago Suburb)

The Complete Line from the NAMSCO World of Experience and Modern, Automatic Manufacturing Methods

Over 100 models in sizes for 13", 14", 15" and 16" wheels...triple chrome plated...interchangeable with original equipment...exclusive attachment springs.



NAMSCO also manufactures HUB CAPS for POPULAR CARS and for INDUSTRIAL USE



New branch store of Charlotte Auto Parts Co., Inc., Charlotte, N. C., is located at 1623 West Trade St. and features a complete line of automotive parts and equipment, as do the company's other two stores in the city. The recently-purchased building was renovated to suit the needs of the firm, and contains 3,000 feet of floor space. It is situated on a 68' by 200' lot, which affords ample parking space. The business was founded by Steve W. Dellinger, Sr., in 1933 and incorporated in 1956, at which time Dellinger became president. S. W. "Bill" Dellinger, Jr., secretary and general manager, appears here.

Emil Georg of Atlanta Sponsors Sales Course

A SHORT sales management course was held last month at the University of Georgia in Athens, sponsored by Emil Georg and Co., manufacturers' representatives, Atlanta; Bennett Pump Division of John Wood Co., Muskegon, Mich., and the University's College of Business Administration Center for Continuing Education.

Participating also in the five-day meeting were representatives of Balcrank, Inc., Cincinnati, O.; Keystone Compressor Co., Philadelphia, Pa.; Joyce-Cridland Co., Dayton, O.; O P W Corp., Cincinnati, and Guardian Light Co., Oak Park, Ill. Fifteen prizes were awarded to winners of the Bennett and Guardian sales contests.

Lee Picks Four in the South

Four warehouse distributors recently appointed by Lee Mfg. Co., Santa Monica, Calif., manufacturer of brake springs and brake shoe hold-down parts, are F and F Auto Supply, Miami, Fla.; Power Brake and Equipment Co., Tampa; Alge Corp., Atlanta, Ga., and Brewer Enterprises, Inc., Birmingham, Ala. The company is represented in the South by Clayton-Mattie Co., Atlanta.

Herbrand — TOOL-OF-THE-MONTH

J-42 FILLER PLUG WRENCH for servicing '59 FORDS and MERCURYS

J-42
FILLER PLUG
WRENCH
Mechanic's
Net: **99¢**

**SPEEDS — EASES REMOVAL OF
DIFFERENTIAL HEX FILLER PLUG**



Look for this Skin-Pack display on your Jobber's wall or counter. It's your reminder that you need the Herbrand J-42. If you don't see it, ask your Jobber.

The first Herbrand tool-of-the-month for the New Year was designed to fill an urgent need—a tool that would remove the Hex Filler Plug from the differential of a '59 Ford or Mercury. Using the J-42 and a ratchet, the mechanic can quickly remove and replace this hard-to-get at plug. With its 3½" length and ½" hex and drive ends, the J-42 is just right for the job—a welcome addition to Herbrand's growing family of special tools for special requirements.

**SEE US AT THE I.A.S.I. SHOW — BOOTHS D-296-297 ...
ALSO AT THE PACIFIC SHOW — BOOTHS 66-9**

Herbrand Tools
HERBRAND DIVISION — THE SINGHAM HERBRAND CORP.
FREMONT, OHIO



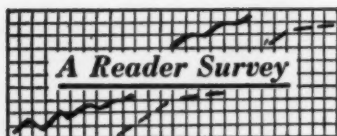
Representatives, district managers, field engineers and factory executive personnel attended this national sales conference of Grey-Rock Division of Raybestos-Manhattan, Inc., at Lancaster, Pa., the week of Dec. 10, at which Sales Manager James A. Wheatley, Jr., an-

nounced that 1958 sales reached an all-time record high. Wheatley died a few days later. Present also was Lee Petty of Randleman, N. C., 1958 grand national and short track champion of the National Association of Stock Car Auto Racing, who spoke at the banquet.

81% Report Sales Volume Is Higher; Anti-Freeze Price-Cutting Roasted

FIERCE price-cutting by many outlets selling anti-freeze was blamed in some instances last month for lower sales volume by some Southern and Southwestern wholesalers.

Replies to a questionnaire mailed to 350 houses revealed 81% with higher sales volume the first 11



months of 1958 than the same period of 1957. Eleven per cent

listed a downturn and eight per cent reported the same business.

A Texan reported:

"Our sales volume for the first 11 months of 1958 was 17½% above the same period of 1957. The replacement parts business the first 11 months of this year has been the best since 1951.

"December is starting off slow. Anti-freeze profits are very short. Anti-freeze sales are fast becoming an undesirable line."

An Oklahoman blamed his decline of five per cent on "lack of

The New K. O. Lee Valve Guide Reaming Sets

Designed to service late model engines which have valve guides cast as part of the cylinder head. In this new type head, it is the valve which has to be replaced. This is accomplished by reaming out the valve guide for oversize stem valves. Most of the engine and valve manufacturers now offer at least three sizes of oversize valves.

The Lee Reamer Guide provides a true alignment with original guide bore using Lee Self-expanding pilots. The reamer is held rigid with reaming bushing during reaming operation. Simple to operate and extremely accurate.

Special sets available to service Ford, Mercury, Lincoln, Chevrolet, Plymouth, Dodge, DeSoto, Chrysler.

R55 Reseater Power Drive adapts to these valve guide reaming sets.

Clip ad to your letterhead and send for Literature.

K. O. Lee Company, Aberdeen, S. D.

THE ORIGINAL NU-MA-CO RUBBER BRAKE ADJUSTING HOLE COVERS



DON'T BE FOOLED
by substitutes!

These are BIG PROFIT items, a CINCH to sell with brake check-ups and grease jobs!

- Seats adjusting hole of all BENDIX BRAKES!
- Expansion grooved! Full-length lip seals out all water, dirt, grease!
- Easily snapped on ANY backing plate — REGARDLESS OF THICKNESS — in seconds!
- Display Cards and Bulk Orders Available

Send for catalogue showing other items that may also be of interest to you.

SEND COMMUNICATIONS TO

NEWMAN MACHINE CO.

P. O. Box 737 Providence 1, R. I.

(name of well-known line of anti-freeze deleted by editors) sales. Terrific price-cutting."

One Texan whose sales were up about \$2,000 over '57 commented:

"Our current problem in this immediate territory are big distributors trying to make jobbers out of small garages, paint and body shops. When this occurs, they must be suffering for business."

"Price-cutting with wagon peddlers has been with us always. It is worse now than ever."

"To offset some of our problems on the profit side, we have added a paint line to supplement our sales losses. It's been very satisfactory."

A Georgian who was ahead about eight per cent listed his biggest problem "keeping expenses from being greater than gross profit." He is "planning to split departments into smaller corporations to try to control expenses more closely."

A Mississippian could credit ten per cent of his increase to a branch store and 15% to "extra effort and conditions."

Volume Is Up 103%!

One Central Florida house which has been in business less than two years experienced a rise of 103%, while one long-time West Texas firm climbed 32.8% in sales the first 11 months of 1958.

A West Coast Floridian reported sales up 15.3% and commented:

"Business has been very good this year, but our return on shop labor is still a real headache. We must increase wages the first of the year and that means an increase in labor prices charged, although the trade is protesting on our prices now."

A Mississippian whose sales were up slightly declared:

"We believe the jobbing business would be a lot better if all extra discounts were discontinued, whether the account is large or small. All the jobbers in our area just pass the discount on to the customer or fleet. But if we all had one set cost and no extra discounts for quality, we would sell at the catalog price and make a good margin of profit."

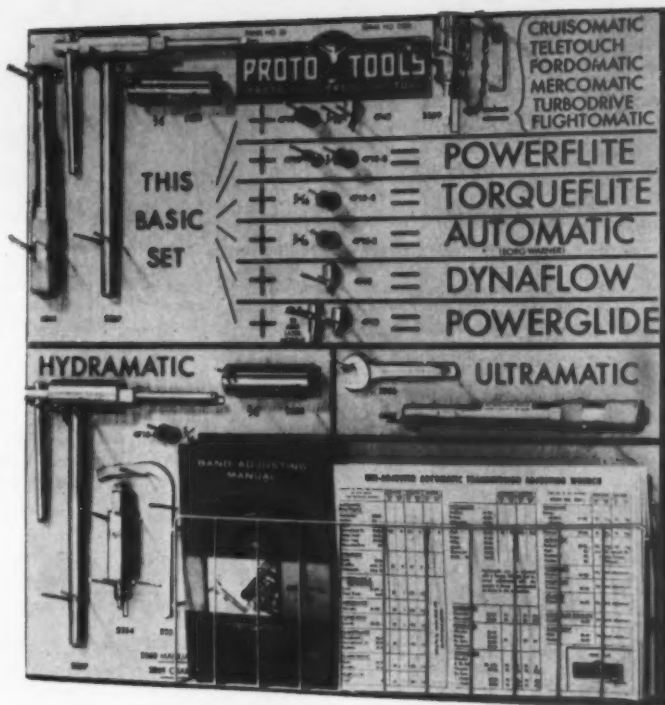
A Kentuckian's sales were down 12.3%. His firm had one less salesman in 1958.

One Texan's sales were up 15% over 1957's and he said 1959 "should be much better."

A veteran South Carolinian's volume was up 23% due to "better salesmen and better machinists

Only PROTO really proves it!

Proto Method designed by John Kamuk,
Associate Director, Auto Mechanics Institute; Member, S. A. E.



Illustrated Manual
No. 2360 shows simple
Proto Method.

Chart No. 2361 gives
factory specifications for all
automatic transmissions.

Mr. Mechanic: On this Panel, Proto proves to you how simple external band adjustments on automatic transmissions can be. The Panel shows you the tools you need; the illustrated Manual shows you how; the Chart is a handy reminder of factory specifications.

Most manufacturers recommend band adjustments every 15,000-20,000 miles. You can make these adjustments quickly and safely. The Manual points out danger signals indicating major repairs so that you can send your customer to a specialist when necessary.

This is good, new business. See your Proto Jobber, and get started with the Proto Method.



Just 13 tools, with Manual and Chart,
handle all band adjustments. Ask your
Jobber for the complete Proto Band
Adjusting Set No. 2350. Includes steel box.



2208 Santa Fe Avenue
Los Angeles 54, California

Division of Pendleton Tool Industries, Inc.
World's largest manufacturer of hand service tools



These well-known manufacturers' representatives used this picture on approximately 2,000 calendars which were sent last month to wholesalers in Alabama, Florida, Georgia, the Carolinas, Virginia and Tennessee. Twenty-one agencies comprise this Southeast Regional

Group of Automotive Affiliated Representatives at Atlanta. Tom Clark (seated at extreme left) is the director. Grant Roy (absent from picture) is the co-director and N. A. "Red" Williams (fifth from left standing) is treasurer. They are veterans in aftermarket.

with same foreman."

A Shenandoah Valley Virginian's business was up 27%, an official reported.

A Missourian's sales were about the same, being held down by a major industry's strike.

A well-known Memphis, Tenn., firm's business was "running behind, but October and November put us over."

A smoothly-managed New Orleans company was running about even with the '57 sales. Its management observed:

"We worked like hell to stay even with last year. In '57 it came easy and in '58 it was like picking with the chickens."

MEMA Elects Bryan To Presidency

NEW president of Motor and Equipment Manufacturers Association is Arthur C. Bryan, National Carbon Co., Division of Union Carbide Corp., New York.

Other officers are Thomas S. Rose, Sealed Power Corp., Muskegon, Mich., vice-president; Frank L. Bredimus, Globe Hoist Co., Philadelphia, Pa., secretary, and Clyde P. Brewster, K-D Mfg. Co., Lancaster, Pa., treasurer.

Besides the officers, directors include V. B. Day, Bear Mfg. Co., Rock Island, Ill.; Ross Dunn, Hastings Mfg. Co., Hastings, Mich.; K. W. Foust, Bonney Forge & Tool Works, Alliance, O.; S. S. Gordon, Republic Gear Co., Detroit; C. H. Seibert, Behr-Manning Co., Troy, N. Y., and C. O. Spillman III, Associated Producers, Inc., Ypsilanti, Mich. F. J. Lanning is the general manager.

A business meeting scheduled to

precede the reception and dinner Tuesday evening, Feb. 17, has been postponed. Banquet guest speaker will be G. Herbert True, professor of marketing, University of Notre Dame.

H. M. "Herb" Cree Dies in Texas

H. M. "HERB" Cree, 69, died in a Dallas, Texas hospital the night of Dec. 27 of a heart attack which had followed a virus infection.

Cree was widely known in the automotive aftermarket, especially in the Southwest, where, with headquarters and residence in Dallas, he had owned and operated the



H. M. Cree Co., manufacturers' representatives, for 35 years. He moved to Texas from Indiana in 1917 as a representative of Fisk Tire Co.

He was a past president of Automotive Booster Clubs International, a past president of Automotive Booster Club, Southwest No. 4, and

a past director of the Southwest Group, Automotive Affiliated Representatives. He was a Mason.

Survivors include the widow, Mrs. Maude M. Cree; two sons, Richard W. Cree and H. M. Cree, Jr., all of Dallas; two sisters and seven grandchildren.

Funeral and interment services were conducted in Dallas on Dec. 30.

Clutch Rebuilders Plan Clinic at Chicago

PLANs for the first technical clinic to be held by Automotive Parts Rebuilders Association Institute of Clutch Rebuilders call for a two-day session, Feb. 16-17, at the Conrad Hilton Hotel in Chicago, just prior to the International Automotive Service Industries Show.

The morning session on Monday, Feb. 16, will take up receiving and identification of clutches, disassembling and cleaning, and processing and salvage. The afternoon will be spent in plant visitation. Tuesday sessions will cover assembly, balancing, inspection, cover procurement, quality control, job titles and descriptions, as well as future plans for the institute. Registration fee is \$20 per person.

Malsbary Promotes Three

Malsbary Mfg. Co., Oakland, Calif., has named three new regional sales managers: William H. "Bill" Hatina, St. Louis, for the south central United States; Robert A. "Bob" Gegan, Cleveland, for the Midwest, and Asa T. Bearse, Atlanta, will travel the Southeast. All were formerly district managers of the company.

Say, Lad—You need GRIZZLY SILVERTIP BRAKES!



Silvertip is best for today's vehicles

You offer your customers valuable service when you match the go power of their cars with the extra stopping power of Silvertip brake lining. Silvertip's exclusive formula is prepared to meet the needs of power brakes, automatic transmissions, big engines and multi-stop service. It's

"fleet-proved" ... won't fade or glaze even in sudden stops from high speeds. It's waterproof ... safe and dependable under all weather conditions. Extra dense, extra tough Silvertip delivers 25% more mileage too ... it's always tops in stops, tops in value.

Demand Grizzly quality in both cores and lining. Look for the Grizzly edge brand.



NEW! Ask your jobber about this 7 1/2-ft. tall curb sign — the biggest in the industry ... sells your three major services. It's a colorful profit builder!



Bear in Mind ... Ask for

GRIZZLY



SILVERTIP

B R A K E L I N I N G

GRIZZLY BRAKE DIVISION, Paulding, Ohio

Work Shops, Profit-Hike Plan To Highlight MEWA Convention

DISCUSSION of ways of assisting wholesalers to attain the profit necessary to do the job expected of them by suppliers and customers will come up at the convention of Motor and Equipment Wholesalers Association at the Conrad Hilton Hotel at Chicago Feb. 15-17.

The convention precedes the In-

ternational Automotive Service Industries Show at Navy Pier Feb. 18-21.

In view of the gradual rise in profits which MEWA reported wholesalers have enjoyed during the past four years, the slogan for the convention is "Keep Up the Climb in '59."



Past President Jay T. Davis

Following a score of work-shop-type discussions, a three-point profit plan aimed at hiking profits further will be aired. The basis of each segment of the profit formula will revolve around business management and merchandising policies and customer, supplier and employe relations.

MEWA President A. J. "Orie" Thompson, of Piston Service, Inc., Seattle, Wash., and Vice-President J. A. Bryant, of Motor and Electric Supply Co., Inc., Bowling Green, Ky., will preside over business and luncheon meetings. Jay T. Davis of Corpus Christi, Texas, immediate past president and reorganization committee member, is expected to report on the proposed consolidation of MEWA and NSPA into a new association.

A special convention session for wholesalers, to which non-MEWA members are invited, is planned to discuss activities, issues and trends of special import to their welfare.

Also featured at the convention will be an address by a prominent businessman on what can be done to combat inflation; a discussion by a nationally-known political figure on probable long-range governmental policies and programs of importance to wholesalers, and a forum by representatives of state associations pointing up the growing importance of local, state and regional wholesaler trade groups in representing jobbers in organizations at the national level.

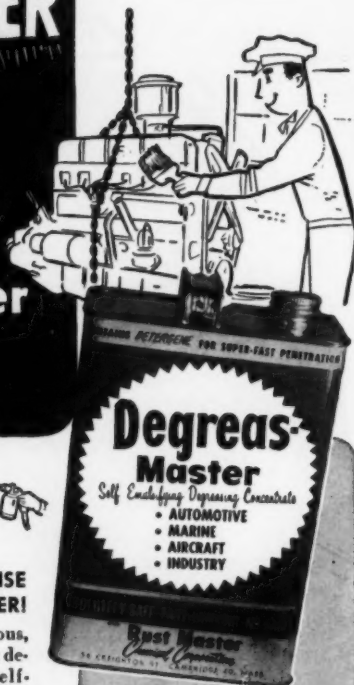
"The Shape of Automotive Wholesaling Tomorrow" will be the subject of a well-known industry figure.

Names of speakers will be announced later.

The opening day will feature the afternoon president's reception, expected to be attended by 1,000 members and guests. Three concurrent evening functions of spe-

**nothing
CLEANS CLEANER
FASTER
than
NEW and MIGHTY
Degreas-Master**

Deodorizes and Disinfects, too! Cleans
TWICE AS FAST TWICE AS CLEAN.
Contains Detergent for Fast, Fast Pen-
etration!



Just BRUSH or SPRAY ON...



**LET SOAK IN . . . RINSE
OFF WITH CLEAN WATER!**

No hard work! This fabulous, new, powerful, self-emulsifying degreasing concentrate is self-scouring. Floats away every speck of grease, dirt and oil slick and quick as a whistle. Emulsifies into a milky solution that flows down the drain without clogging.



**Keep 'em operating by keeping
'em clean! Keep 'em good-
looking by keeping 'em clean!
Degrease 'em with DEGREAS-
MASTER!**



**DEGREAS-MASTER LEAVES ALL SURFACES—WOOD,
CONCRETE, METAL, PAINT—SPARKLING CLEAN IN MINUTES!**

DEGREASE-MASTER DEGREASES EVERYTHING

- ... All Automotive, Marine, Aviation, Industrial Equipment.
- Shampoos All Engines
- Launders All Machinery
- Washes All Chassis and Bodies
- Scours All Floors, Washrooms, Driveways, Lifts

Rust Master Chemical Corporation

Manufacturers of Automotive Chemicals
56 CREIGHTON ST., CAMBRIDGE 40, MASS.

cial industry interest and importance will follow this: the annual banquet of Young Executives Group, to be followed by an open forum industry discussion; the second annual banquet and meeting of MEWA's Council of Sales Executives, and the second annual banquet and meeting for state and regional association secretaries.

Another event will be the banquet and floor show Feb. 16, featuring well-known theatrical entertainers.

"The attendance at the 1959 MEWA Convention and IASI Show will rank among the best ever attained during a national show year," said B. W. "Whit" Ruark, MEWA general manager. "As to our convention alone, more than 1,000 members, manufacturers and non-member guests have made arrangements to be on hand for the MEWA business and social events during the big automotive week."

South Carolinians Aim For 100 Members

WITH 59 members signed up, the month-old South Carolina Automotive Wholesalers Association was aiming in mid-December for a total of 100 members by Jan. 1.

President Cecil Morris of Greenville reported after the Dec. 16 board meeting at Columbia:

"We took the initial steps to get

Al Jones, Sr., senior partner of Al Jones & Co., Tampa, Fla., "managed to get in a little fishing" recently. Trolling at Bradenton Beach, he caught this string of black grouper during the first hour. The big one weighed ten pounds.



our committees all appointed and trust that all will be functioning properly by the first of the year. We now have 59 signed jobbers and have set a goal of 100 by Jan. 1, as we feel that this goal is attainable if all of us work toward it. If we can get 100 jobbers, then we will be in a position to consider hiring an executive secretary by the middle of the year, which is our second objective.

"We are all very enthused about the reports up to date and feel that South Carolina will have a jobbers'

association comparable to any in the nation as far as the service that it will render to our members."

The veteran wholesaler is president of Battery & Electric Co. at Greenville. Other officers of SCAWA are Guy M. Tarrant of Columbia, first vice-president; James B. Bagwell, Jr., of Charleston, second vice-president, and Eddie Jenkins of Columbia, treasurer.

There are two directors from each of the six congressional districts.

JOE'S SHOP — by GRAHAM HUNTER



"SORRY, MISTER, JOE AND EVERYBODY'S OUT TO LUNCH. I'M JUST TH' SKELETON FORCE."

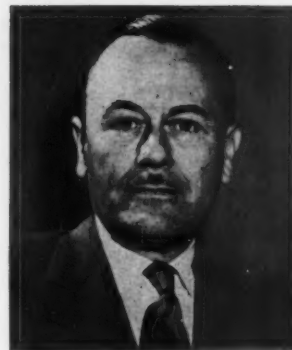
Keep that satisfied sparkle in your customers' smiles—install

Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.



This five-day silver anniversary sales conference of Fram Corp. held recently in Providence, R. I., was attended by 150 sales personnel. A feature was the Filterama Engineering Installation School housed in a large tent, where engineers demonstrated how the company's filters were used and installed on more than a third of a million dollars' worth of new trucks, buses and construction equipment.



Leslie H. Middleton has resigned as vice-president and director of engineering for The Electric Auto-Lite Co. He will, however, continue with the company as an engineering consultant with offices at 505 Jefferson Ave., Toledo, O. Middleton joined Auto-Lite as chief engineer in 1934 when the company merged with Moto Meter Gauge and Equipment Co., and advanced to his most recent position in 1937.

Record Looms Likely for IASIS; Many Southerners Plan Attendance

A NEW record looms likely for the International Automotive Service Industries Show set for Feb. 18-21 at Chicago's Navy Pier.

At press-time 431 exhibitors had been assigned 975 booths totaling 112,000 square feet of space and this appeared probably to be topped beyond the 478 exhibitors who participated at the last show, held at the same spot in 1954.

Hundreds of Southern and Southwestern wholesalers indicated plans for being on hand for the show and—for many—the conventions of Motor and Equipment Wholesalers Association and National Standard Parts Association, which open up for three-day stands (reception only on first day) just ahead of the show.

The show will be open 10 a.m. to 6 p.m. on Feb. 18 only to members of the sponsoring associations, including Motor and Equipment

Manufacturers Association. It will be open Feb. 19-21 to all automotive wholesalers and Feb. 20-21 are open days for the entire automotive trade.

Members of the joint operating committee, which has charge of the show, are John M. Wells of Ingersoll-Rand Co., chairman; Joseph Fischer of Auto Parts & Gear Co., Chicago, co-chairman; Martin W. Bazner, Sr., of Ammco Tools, Inc., Victor B. Day of Bear Mfg. Co., Wm. J. Menghini of Springfield (Ill.) Auto Supply Co., James C. Parker of Sharp Automotive Supply Co., Chattanooga, Tenn., Stuart G. Phillips of Dole Valve Co., Jos. F. Sirotek, Sr., of Illinois Automotive Electric Co., Chicago; Virgil C. Smith of Auto Parts Co., Ann Arbor, Mich., W. H. Teeters of Pittsburgh (Pa.) Auto Equipment Co., Don H. Teator of Perfect Circle Corp. and Charles W. Zimmerman of Zim Mfg. Co.

JOC Chairman Wells advised SAJ:

"Automotive jobbers will find more new products on exhibit than they have seen at any automotive aftermarket show in the past.

"More space has been sold for this show than for its predecessor, the 1954 ASI Show."

Pratt Picks Hirsig-Brantley

Appointment of Hirsig-Brantley Co., Jacksonville, Fla., as representatives for Pratt Muffler Division of MarPro, Inc., Chicago, in Virginia, North and South Caro-

lina, Georgia, Tennessee Mississippi and Alabama has been announced.

Middle Atlantic Plans Show

Exhibition Hall in Philadelphia has again been chosen for the 1961 Middle Atlantic Regional Automotive Show, to run from April 11 through April 14. The event is designed to blanket Maryland, Delaware, New Jersey and Pennsylvania.

Trying on a genuine coonskin cap for size is Pete Pantaze, Southern district manager for Big Four Industries, Inc., assisted by model Billie Lloyd, dressed as Daisy Mae for the company's annual sales convention last month. He is one of the top-ranking members of the company's \$1,000 Club—composed of salesmen who have submitted orders for a minimum of \$1,000 worth of company equipment for a single firm.

JOC Chairman Wells



Association Managers Plan Meeting at Chicago

AN INFORMAL meeting of members of the Automotive Wholesaler Trade Association Executives will be held in Chicago in advance of the IASI Show, on Saturday, Feb. 14, according to Tom Payne, president.

Time and place of the AWTAE meeting were yet to be determined when Payne announced the meeting late in December.

He is executive secretary of the Automotive Wholesalers of Oklahoma, with headquarters in Okmulgee. He was elected to the presidency at the association conven-



President-Senator Payne

tion in Dallas last June and succeeded G. C. Morris, executive director of the Automotive Wholesalers of Texas.

In addition to his activities in automotive wholesaling, Payne is a state senator and this year will be senate floor leader. For that reason it is unlikely that he will be able to remain in Chicago for the show, since the Oklahoma legislature will be in session.

The legislature began its deliberations Jan. 6.

Mitchell Appoints Chaney

Chaney and Co., Charlotte, N. C., has been appointed manufacturers' representative for Mitchell Mfg. Co., manufacturer of automobile seat cushions and shade screens, in North and South Carolina and the Virginias. William C. "Bill" Chaney, Sr., who heads the company, started in the aftermarket in 1924 as a jobber salesman. He opened his agency in 1940. His son, William C. Chaney, Jr., became a partner in 1948 and heads the company's Richmond, Va., office.

Blackhawk Appoints Harper

Hubert Harper, Jr., has been appointed territory manager for Blackhawk Mfg. Co. in Mississippi, Louisiana and parts of Arkansas, Tennessee and Texas. He resides in his native Memphis.

AWDA Picks Kansas City

The Automotive Warehouse Distributors Association will hold its 1959 annual convention and manufacturers'-distributors' conference

Nov. 2-5 at the Muehlebach Hotel in Kansas City, Mo., according to President Thomas S. Perry of Atlanta, Ga. Meetings of the board of governors, the Manufacturers' Advisory Council and other committees will take place on Sunday, Nov. 1.

J. H. Dowling is the new sales representative for Orlando area for Miller Bearings of Orlando, Inc., Orlando, Fla., Vice-President Frank B. Etheridge announced last month.

WEAVER takes the guesswork out of wheel alignment



Model WJ-125 checks alignment on all passenger cars and light trucks



WJ-54 Alignment Equipment Display Stand illustrated above is not included with WJ-125 Outfit, but may be ordered separately.

Here is a low-priced alignment checking outfit specially planned for those shops wanting to start an alignment department. Additional equipment can be purchased as income justifies the additions.

The simplicity of operation and unrivaled accuracy of this equipment assures complete customer satisfaction. Fast operating Gauges give accurate readings for Camber, King-Pin Inclination, Caster and toe — all measured from the *sphindles*. Turning radius is checked by floor level Gauges.

WJ-125 OUTFIT CONSISTS OF
Two 3-Way Alignment Gauges
One Pair of Turning Radius Gauges
One Tru-Way Toe Gauge
One Portable Alignment Tester

For details on this and other Wheel Alignment Outfits consult your Weaver jobber or write us for Bulletin SAJ-486.

Weaver Manufacturing Co., Springfield, Illinois, U.S.A.



SERVICE SHOP EQUIPMENT

Complete line includes: . . . Twin Post Lifts . . . Triple Post Lifts
. . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . .
. . . Unit Lifts . . . Wheel Alignment Equipment . . . Headlight Testers
. . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . .
. . . Wheel Dollies . . . Car Washers . . . and Air Compressors.

Oklahomans Will Hear New Governor

THREE hundred wholesalers and key personnel and an equal number of factory representatives are expected to assemble in Oklahoma City Feb. 7 to hear the new Oklahoma governor make the principal address to the fifth annual convention of the Automotive Wholesalers of Oklahoma.

J. Howard Edmondson of Tulsa, who was to be sworn in as governor early this month, is practically certain to appear as the single featured speaker in the one business session of the convention, according to Tom Payne, executive secretary of AWO.

Association President Bobby Thompson of Ada Auto Supply, Ada, will preside at the business session and introduce the governor and other visitors. Following the speaking, Thompson will preside over the annual election, in which officers and five new directors will be named.

The one general session will be concluded by noon, after which the companion booth conference will be open until 5 p.m. On Sunday, Feb. 8, the booth conference

will be open from noon to 6 p.m. Conference and convention program will be in the Zebra room of the Municipal Auditorium.

Payne said a 12½ to 15% increase in the number of participating exhibitors is expected. There were 79 exhibitors last year and 90 were already assured this year.

Promotional pressure is being exerted upon Oklahoma wholesalers to bring along their wives and wives of key personnel attending, according to Payne, and special efforts are being made to reward attending ladies with worthwhile entertainment. These plans include a style show for all women attending, but details were not complete.

Final function will be the dinner dance, preceded by a social hour, on Sunday night. For this the Civic Room of the Biltmore Hotel—convention headquarters—has been reserved.

Pre-convention promotion literature being circulated by the association emphasized that no other activity would be allowed to compete with the booth conference during scheduled hours.

George Roysden of Automotive Parts and Supply, Tulsa, is vice-president and Howard Thomas of

Standard Auto Parts, Pryor, is secretary-treasurer.

Tool Institute Adopts Resolution on Shows

A RESOLUTION that it "will not affirm any automotive service trade show in any calendar year, other than the International Automotive Service Industries Show, until such time as the merger of the National Standard Parts Association and the Motor and Equipment Wholesalers Association becomes effective or is abandoned," has been unanimously adopted by the Equipment and Tool Institute.

The resolution stated in part that it was the consensus of the ETI membership that the anticipated forthcoming merger of NSPA and MEWA will have an important effect on all types of future automotive service industry trade shows, and could conceivably affect these exhibitions as to rotation, locations, dates, sponsorship, number in any one year, etc.

"We are moving to a larger store early this year," announced Lillie Essley, bookkeeper for Lanman Supply Co., El Reno, Okla.



New fast acting penetrant and rust solvent... saves time, trouble, money and tempers. Available in pressurized cans or regular pints and gallons.

SPRAY PRODUCTS CORPORATION

P. O. Box 844 • Camden 1, New Jersey

VELLUMOID

USE THE FINEST!

Specify Vellumoid for the finest in gaskets and gasket sets... job matched to your specific requirements. Vellumoid now offers Cylinder Head, Manifold, Exhaust Flange Gaskets and Overhaul Sets to assure trouble-free superior performance.

Ask your jobber about Coppermold... He knows quality.

THE VELLUMOID COMPANY
Worcester, Massachusetts



Thomas A. May (above) of Shirlington Motor Co., Arlington, Va., was named Washington, D. C., district sales delegate to the annual National Dealers Parts Managers Council of M-E-L Division of Ford Motor Co., planned Jan. 5 in Detroit. Other delegates included Marty Maddux, Vulcan Lincoln-Mercury, Inc., Birmingham, Ala., and Edward A. Miller of Scarritt Motors, Inc., St. Petersburg, Fla.

Chicago Rawhide Offers Contest Booklet

A 12-PAGE booklet which doubles as an official entry form in its "Complete-the-Strip" cartoon contest has been published by Chicago Rawhide Mfg. Co.

Offering an opportunity to win up to \$1,000 in cash, the contest is open to owners of service stations and repair shops, employed mechanics and servicemen. Supplier-salesmen also have a chance to win prizes duplicating those of the winners.

APRA Designates Jan. 29 For Tarheel Meeting

A REGIONAL meeting of Automotive Parts Rebuilders Association to be held Jan. 29 at the Robert E. Lee Hotel in Winston-Salem, N. C., will be open to all rebuilders, whether members of the association or not, and to all supplier members located in the eastern states.

The meeting will start with a luncheon served promptly at noon. Subjects scheduled for the session will include employee-employer re-

lations; workmen's compensation laws; excise tax interpretations; wage-hour law and future association plans. A meeting of APRA directors is set for the following day.

A \$3.50-per-person charge will include the luncheon and there will be no other charge. Checks may be mailed to Harry B. Hastings, The Hastings Co., P. O. Box 295, King,

N. C., or to APRA headquarters at 220 South State St., Chicago.

Georgia Garage Leader Dies

Robert Rainwater, 40, second vice-president of the Independent Garage Owners of Atlanta, died suddenly last month of a heart attack.

NEW

for

Mitchell Seat Cushion Jobbers

NOW

4 new Mitchell Seat Cushion Models

NOW

Individually packed in Poly Bags—

at NO ADDITIONAL COST

FREE!

This Mitchell Display Rack with the Money-Maker Dealer Package No. 10

Place Your Summer Dating Orders NOW!

Mitchell

MANUFACTURING COMPANY

World's Largest Maker of Auto Seat Cushions

FORT SMITH, ARKANSAS

Mechanic Training and Increasing Membership Are Topics for IGOA

TRAINING and recognition for journeyman mechanics will be among the subjects to be aired at the mid-winter meeting of the directors and advisory council of the Independent Garage Owners of America at the LaSalle Hotel in Chicago Feb. 20-21.

IGOA has been working for more than two years with the U. S. Department of Labor's Bureau of Apprenticeship Training in setting up schools over the country for apprentices in automotive service knowhow.

Executive Director Ralph H. James, who headquarters at 36½ North Lewis Ave., Tulsa 10, Okla., also announced that ways and means of expanding the membership from its present approximate 4,000 to 10,000 will also be on the agenda, over which Ray Campbell of Denver, Colo., IGOA president, will preside.

The association has organized units in 32 states and members at-large in Texas and New Jersey. Units are expected to be developed out of inquiries which have been received from Asheville and Wilmington, N. C., he said. Other states without members are Alaska, Maine, Vermont, New Hampshire, Rhode Island, Maryland, Delaware, Indiana, the Dakotas, Montana, Idaho, Utah and Wyoming.

The 800-member Independent Garagemen's Association of Texas has been invited to send observers

to sit in on the meeting at Chicago, James said while on a tour in the Southeast which included meetings at Atlanta, Toccoa, Macon and Savannah, Ga., and Charleston and Greenville, S. C.

"This will be an open meeting and anyone in the automotive service market who is interested is invited to attend as an observer," he said. "We have no secrets to hide and we want everyone to know our goals, as we feel they are on a high plane for which we need offer no apology."

The meeting will open at 9 a.m. that Friday morning, Feb. 20. It is expected that the afternoon will be devoted to visiting the International Automotive Service Industries Show at Navy Pier. Sessions the concluding day are likely to run on into that Saturday night, he said.

Among directors expected to attend are Athell Yon of Charleston, S. C., H. F. "Red" Reagin of Atlanta, W. C. "Josh" Wilder of Nashville, Tenn., Joe Addison of Lake Charles, La., Bill Blatter of Little Rock, Ark., Stanley Hesson of Oklahoma City, Okla., Art Kittell of Pittsburg, Kan., Bill Blake of Albuquerque, N. M., George Millinger of St. Louis, Mo., and Wilber Jones of Glasgow, Ky.

IGOA Selects Council And Committeemen

NEW advisory council members of the Independent Garage Owners of America, who have been selected to serve on committees, are:

Finance — S. E. Kinkor, vice-president, Lempco Automotive Service, Inc., Cleveland, O.; educational—Charles S. Rogers, executive vice-president, P & D Mfg. Co., Long Island City, N. Y.; apprenticeship—C. A. Dunmore, executive vice-president, Mustang Engine Rebuilders, Inc., Garland, Texas; public relations—D. D. Minshall, sales manager, Gates Rubber Co., Denver, Colo.; membership—J. B. Bushyhead, vice-president, Moog Industries, Inc., St. Louis, Mo.

Legislative—T. L. Camp, vice-president, Federal-Mogul Service Division, Detroit; advertising and publicity—Clifford Storey, sales promotion manager, Perfect Circle

Corp., Hagerstown, Ind.; bylaws—Charles A. Klaus, vice-president, Mar-Pro, Inc., Chicago; executive—J. L. Wiggins, executive vice-president of National Standard Parts Association, Chicago, and educational (honorary) — J. A. Wheatley, Jr., sales manager, Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa.

The council will meet with IGOA directors at the LaSalle Hotel, Chicago, Feb. 20-21.

B. T. Crump Will Move Richmond Operations

PLANs to move into two new buildings costing almost a million dollars have been announced by B. T. Crump Co., Inc., Richmond, Va.

An \$875,000 sewn textiles plant to manufacture, among other items, automobile seat covers and cushions and replacement tops, is under construction on a 16.4-acre tract at Staples Mill and Dumbarton Road in adjacent Henrico County. Expected to be ready for occupancy by late spring, the 127,000-square-foot facility will employ around 250 persons. The company's general offices will also be housed in the building.

Distribution business will be handled at an \$85,000 structure to be erected at an unannounced location in the West End sector of the city, according to President Robert H. C. Seaton. Automotive parts, trim and body, as well as glass shop supplies, will be handled from this location.

The plant will be faced in pink sand-finished brick, with a glass window wall in the office area. A second story will house mechanical equipment. A similar design will also be employed at the West End operation.

Schoellkopf Co. Sells Seat Cover Division

SALE of its seat cover manufacturing department to Ero Mfg. Co. of Chicago, Ill., has been announced by The Schoellkopf Co. of Dallas, Texas.

The Dallas seat cover operation will continue in space leased by Ero from Schoellkopf, with W. A. Richards, previous manager for Schoellkopf, continuing in charge. According to Schoellkopf President G. H. Norsworthy, the step is part of a current plan to expand his company's operations in the wholesale automotive parts division and other lines.

First Again

...as usual!

with

the complete line

of 1959 Models

**FIBERGLASS
MUFFLERS**

and

DUAL SYSTEMS

immediate shipment!

Order Today!

Grand

**AUTOMOTIVE
PRODUCTS**

2055 N. Ruby St., Melrose Park, Ill.



"He says it's been running a bit hot lately."

Atlanta B-O-P Plant Makes a Million

A BRIEF ceremony last month marked production of its millionth car by General Motors' Atlanta, Ga., Buick-Oldsmobile-Pontiac Assembly Division since operations began late in 1947.

The plant produces 46 different types of passenger cars—all on the same assembly line. Currently 3,400 persons are employed on a two-shift schedule.

One of seven similar units, the Atlanta plant supplies Buicks, Oldsmobiles and Pontiacs to dealers in Georgia, Alabama, Tennessee, Florida, Mississippi, Louisiana, the Carolinas, Arkansas, Kentucky and Virginia.

Farber Brothers Expands In Memphis, Tenn.

ADDITION of 50,000 square feet of floor space in an expansion plan which marks its 40th consecutive year of business has been announced by Farber Brothers, Inc., Memphis, Tenn.

The new building is adjacent to the present building at 821-41 Linden Ave., which the company purchased in 1948. General Manager Maurice Farber said the additional space will be used mainly to increase manufacturing and warehouse facilities. A 4,500-square-foot display and sales room, together with customer and sales meeting rooms, are also planned for the company.

Maryland Dealers Name Onnen President

FERD Onnen, Towson Ford Sales, was elected president of the Automobile Trade Association of Maryland recently.

Joseph Penn of Penn Brothers (Plymouth) was elected vice-president and Jack Kiefer of City Chevrolet Co. was named secretary-treasurer. New directors are Mark R. Chenoweth, Jarman Motors, Inc.; Robert B. Livie, Jr., Gardner Oldsmobile Co.; Thomas J. O'Donnell, O'Donnell Pontiac, Inc., and Robert A. Powell, Salisbury Buick-Pontiac.

William E. Joyce, Jr., Brooklyn Motors, Inc. (Ford), is the newly-elected NADA director from Maryland, having succeeded Foster W. Talbott.

Thunderbird Production Hits 50,000 in '58

PRODUCTION of the four-passenger Thunderbird, introduced last February, reached 50,000 by mid-December and by the year's end was expected to approximate the total three-year output of 53,166 for the two-passenger model.

In its first year, the new model reportedly exceeded the individual output of one-third of all American cars. A current backlog of 11,000 orders, announced by Ford Division, is said to represent more than a month's production for this unit.

Culp Dies in Houston

I. W. "Ike" Culp, Jr., 52, retired Houston automobile dealer, died Dec. 1 in Houston of a heart ailment. He entered the automobile business in 1938, and was active in the Houston and Texas Automobile Dealers Associations.

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Dealers in M-E-L Division's Washington, D. C., sales district last month elected Owen R. Jones (second from right) of Antielam Motors, Inc., Hagerstown, Md., representative to the National M-E-L Dealer Council to be held in Dearborn Jan. 18-22. Shown at the luncheon meeting are (l. to r.): Guy Rawls, Jr., Raleigh, N. C.; Hal Salisbury, Jr., Rocky Mount, N. C.; Leon Mohr, Baltimore; Frank Beamer, Roanoke, Va.; Harry S. McCready, Portsmouth, Va.; Fred Beck, Petersburg, Va.; T. N. McDowell, assistant district manager, William B. Grete, district manager; Jones, and Neil O'Brien of Arlington, Va.

NADA 30-Year-Club To Honor Officials

DEALER relations officials of the five major automobile manufacturers will be guests of honor at the annual breakfast of the National Automobile Dealers Association's 30-Year-Club during the NADA convention in Chicago Jan. 31-Feb. 4.

Company vice-presidents who will be honor guests are Roy Abernethy, American Motors; Charles L. Jacobson, Chrysler Corp.; Benson Ford, Ford Motor Co.; William F. Hufstader, General Motors Corp., and Sydney A. Skillman, Studebaker - Packard Corp.

The breakfast program, scheduled for the Williford Room of the Conrad Hilton Hotel, Tuesday, Feb. 3, will spotlight the importance with which new-car dealers regard the manufacturers' "dealer relations" development.

R. D. McKay of Wichita, Kan., NADA director and 1958 president of the 30-Year-Club, will sponsor the breakfast.

Laurel, Miss., Dealership Halts Union 13 to One

EMPLOYEES of Laurel Equipment Co., Laurel, Miss., dealership, last month defeated an attempt by the United Steelworkers, AFL-CIO, to organize the firm by a vote of 13 to one, according to Roy Burrow, head of the firm.

Last July the union won two elections in dealerships in that city.

"Buck" Taylor Takes Bride

M. D. "Buck" Taylor, president of Taylor Parts & Supply, Andalusia, Ala., and a past president of the Southeast Automotive Show, and Mrs. Louise Pelham O'Neal were married in a home ceremony Dec. 31. They left for a honeymoon in South Florida and Nassau.

Atlanta Fleetmen to Hear Hunt

Henry Hunt of Bendix Products Division of Bendix Aviation will address the Jan. 20 meeting of the Atlanta, Ga., Fleet Superintendents Association on "Service Chemical Items." Sponsor of the meeting will be John A. Harris and Son, Inc.

Charleston Dealers' Force Vote to Join Unions

EMPLOYEES of two Charleston, S. C., automobile dealers have voted to affiliate with two labor unions, while a third company's personnel turned down a similar organizing bid.

Mechanics and service line employees at McKethan Oldsmobile, Inc., and W. T. Smith Co. (Buick) voted in favor, 16 to 4 and 12 to 10, respectively. An attempt to organize Ray Waits Motors, Inc. (Pontiac), failed by 16 to 6.

Teamsters Union, Local 509, and the International Association of Machinists were joint petitioners before the National Labor Relations Board in all three cases. M. C. Whitehead, business agent for the Teamsters local, said these were probably the first attempts to organize those employees in that area.

A fourth unidentified dealership will be the target of an organizational election this month, Whitehead said.

Central Chevrolet, Columbia, S. S., was the first Southeastern dealership to be organized some months ago.

Mississippi Dealers' First Leader Dies

WILLIAM Cleveland Reed, 63, former president of the Capital Chevrolet Co., Jackson, Miss., died last month.

Reed was first president of the Mississippi Automobile Dealers Association, a past director of the National Automobile Dealers Association and a former member of General Motors Dealer Council. He had been in the automobile business 34 years until 1950.

Knoxville Elects Snider

Homer C. Snider, president of Snider Motor Co., Knoxville, Tenn., is the new president of the Knoxville Automotive Association. He succeeds Max L. Houston of Lakeland Motors. Other officers are Frank Word, vice-president; J. W. Baker, secretary-treasurer, and C. T. Nunley and Cliff Wolfe, directors.

Tennessee Dealer Has Attack

James Clark, Kingsport, Tenn., Chevrolet dealer and past president of the Tennessee Automotive Association, recently suffered a severe heart attack.

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23,000 Dallas Texans See New Car in Future

Nearly 23,000 Dallas Texans anticipate buying a new car within the next 12 months, while more than 25,000 other families want to buy a used one, according to results of survey of newspaper readership in Dallas.

Conducted for the *Dallas Times Herald* by an independent research firm, the study is presented annually as an index to local sales opportunities, and is part of a research project in 15 Texas and Louisiana markets sponsored by the Texas Daily Newspaper Association.

In each home where an interview was conducted, questions were asked to distinguish between long-range family desires and firm intentions to buy within the ensuing 12 months. Only firm intentions to buy were classified demand.

Archer Dies in San Benito

Harry Archer, 79, one of the earliest automobile dealers in Corpus Christi, Texas, died last month in San Benito. A native of Tennessee, Archer moved to Corpus Christi in 1900 and became a Cadillac dealer in 1910. He continued active in the automobile business until his retirement in 1937. He moved to San Benito in 1950.

Mechanex Names O'Keefe

Raymond M. O'Keefe has been appointed general sales manager for Mechanex Corp., Denver, Colo., manufacturer of face-type wheel oil seals for commercial tractors and trailers. O'Keefe was formerly service merchandising manager for Trailmobile, Inc., Cincinnati.

Truck-Trailerites to Get "Cold War" Comparisons

A REPORT from behind the Iron Curtain by John E. Stephens, vice-president—operations, United States Steel Corp., will highlight the 18th annual convention of the Truck-Trailer Manufacturers Association at Hollywood Beach Hotel at Hollywood, Fla., Jan. 26-28.

Stephens, who has recently returned from a tour of Russian manufacturing plants, will compare Russia with the United States in the "cold war." Included also on the program will be a discussion of the role of trailers as ground-support equipment in the missile program by Col. Roger H. Hemion, director of research and development, Ordnance Tank-Automotive Command, Detroit Arsenal.

Cadillac Names Nivens For Dealer Relations

W. H. NEVIN has been named executive assistant to the general manager in charge of Cadillac factory-dealer relations, according to James M. Roche, Cadillac general manager and General Motors vice-president.

Associated with Cadillac selling activities since 1936, Niven for the past year and a half has been wholesale manager of the Detroit factory branch. Formerly he was a district manager in the Washington, D. C., and Atlanta, Ga., territories.

Chevy Group Picks Tennessean

Judson B. Murphy, president of Murphy-West Motor Co. (Chevrolet-Oldsmobile), Maryville, Tenn., has been named chairman of Chevrolet's National Dealer Planning Committee.

Frank Edelen in Miami Buys Ungar Assets

ASSETS of Ungar Buick Co., Miami, Fla., have been purchased by Frank S. Edelen, owner of Frank Edelen Buick Co., who also leased and moved to the Ungar properties at 1201 NE Second Ave.

Arthur A. Ungar had represented Buick in Miami since 1919 and, until two years ago when General Motors opened two more agencies in that city, had operated the largest Buick agency in the South. Edelen, who opened his agency two years ago, was employed by Ungar for 20 years. He is president of the Miami Automobile Dealers Association.

St. Louis Managers Hold 24th Christmas Party

MORE than 250 persons attended the 24th annual Christmas party of the Service & Parts Managers Bureau of the Greater St. Louis (Mo.) Automotive Association Dec. 19 at the Ambassador-Kingsway Hotel.

Principal speaker was Association President Lester Francis. Ray Moss of Ray Rixman, Inc., was chairman of the party committee. A floor show provided entertainment and all who attended received favors.

Jensen Reelects Officers

Officers of The Jensen Corp., Knoxville, Tenn., manufacturer of automotive cleaning specialty products, reelected for 1959 are Thomas Jensen, president; Irving Jensen, vice-president, and Miss Doris June Large, secretary-treasurer. Dewey W. Tucker, president of Tucker Steel Corp., also of Knoxville, is chairman of the board.

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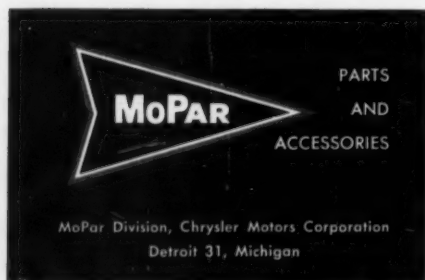
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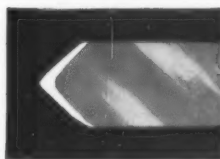
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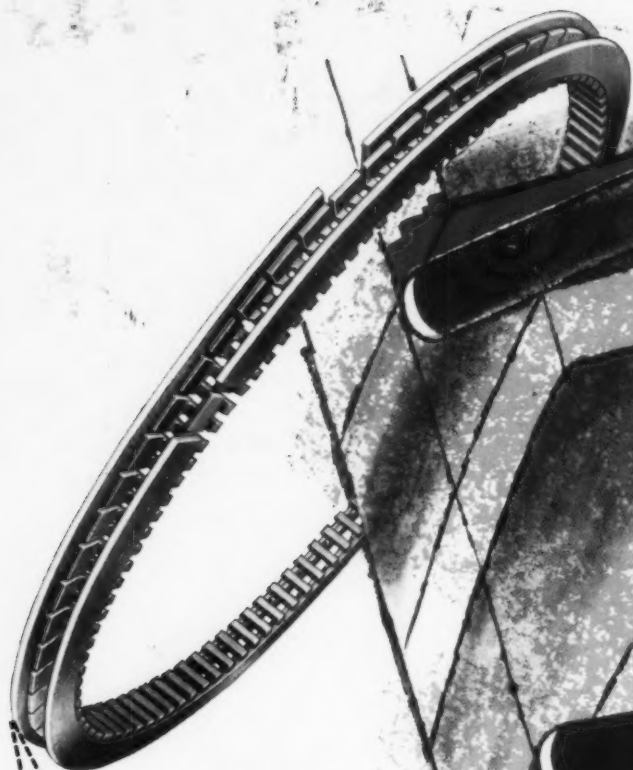
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TOUGH
on oil-pumping

GENTLE
on cylinder walls



Side Sealing
Action of C-9



- 1 Shoulders of C-9 expander gently hold rails into contact with sides of groove insuring positive oil seal.
- 2 Sealing pressure of rails against sides of groove - insures oil control even under high vacuum conditions.

to get
SIDE SEALING
every time...
power up with
Ramco 10-up sets

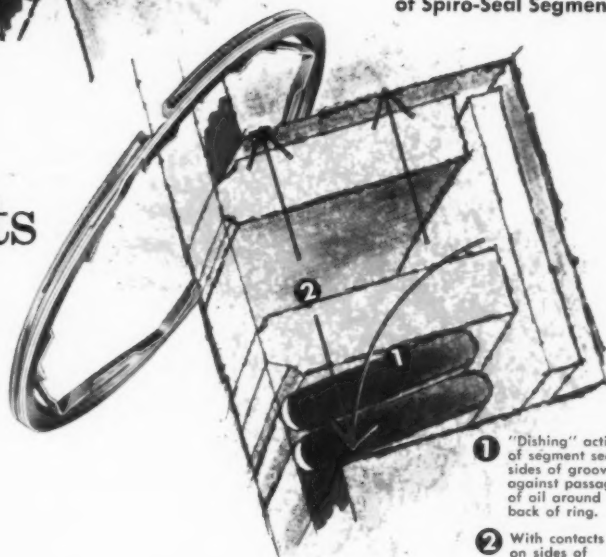
Take a close look at these action blowups.

Note the "dishing" action of Spiro-Seal's segment. Note the "outward pressure" action of C-9's rails.

Only RAMCO sets provide this MODERN POWER action for *any* engine, old or new. Sides of grooves are positively sealed against oil "creep."

Let your RAMCO man tell you more about MODERN POWER! Soon!

Side Sealing Action
of Spiro-Seal Segment



- 1 "Dishing" action of segment seals sides of groove against passage of oil around back of ring.
- 2 With contacts on sides of groove, immediate, positive oil control is assured.

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MODERN POWER

PISTON RING SETS

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